

Strategic Marketing

Course Number:	MU92
Recommended Maximum Enrollment:	30
Hours of Instruction:	135 (block)
Prerequisite:	None

This fast-paced course challenges students by combining into one course the concepts taught in the Marketing and Marketing Management courses. The curriculum, activities, and resources utilized in this course are written at the freshman college level. The Strategic Marketing course focuses on the impact of marketing on society, procedures used in buying behavior, procedures to manage marketing information, procedures to develop and manage products, pricing procedures, promotion, marketing channels, supply chain management, retail operations, and global marketing. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

Strategic Marketing can help prepare students for credentials:

Assessment of Skills and Knowledge (A*S*K) Fundamental Marketing Concepts,
<http://www.askinstitute.org/>

National Professional Certification in Customer Service or Sales, www.nrffoundation.com