



Marketing, Management, and Entrepreneurial Principles

Available at GMS, SRMS, SGMS, OMS, SRHS, VBHS

DOE Program Structure

Grade	Course	Credit
8 th or 9 th	Marketing Essentials PA	1
9 th or 10 th	Marketing Applications PA	1
10 th or 11 th	Marketing Management PA	1
11 th or 12 th	Business Ownership H, PA	1

H=Honors Level **PA**=Practical Arts

Topics Covered

- ✓ employability skills
- ✓ economic principles
- ✓ product and service technology
- ✓ marketing operational techniques
- ✓ product marketing techniques
- ✓ marketing strategies
- ✓ selling techniques and procedures
- ✓ financial plans for small businesses

Internship Opportunity

Students may enter an internship during their senior year with a local industry partner.

Post-Secondary Opportunity

Articulation with IRSC:

- students have the opportunity to receive 12 general education credits at Indian River State College

What is Marketing, Management, and Entrepreneurial Principles?

Students are prepared to evaluate their potential as a business owner and develop fundamental knowledge in the following areas: retail and wholesale sales, management, distribution, purchasing and buying, advertising, mass media, social media and public relations.

Industry Certification

Students have the opportunity to earn multiple industry certifications, such as CIW Internet Business Associate, Adobe Illustrator, and Adobe InDesign. (Subject to Change)



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Career Outlook

Median wage: \$56.51 hourly/ \$25.43 entry
Listed as an Enterprise Florida targeted industry

<http://www.floridajobs.org/workforce-statistics/publications-and-reports/labor-market-information-reports/regional-demand-occupations-list>

"Educate and inspire every student to be successful"

Dr. Mara Schiff • Jacqueline Rosario • Laura Zorc • Teri Barenborg • Tiffany M. Justice
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