

MARKETING MANAGEMENT

Course Descriptions



Leadership and Entrepreneurship Education 9093

Grade Level 9, 10, 11, or 12

This course is designed for students who wish to concentrate on strategies for career development through ownership/management of their own businesses. Although individual skills are emphasized, the focus of the course is on development of a business plan, including the following: determination of type of business enterprise, legal considerations, location selection, financing, steps in getting the enterprise started, marketing strategy, and interaction with successful entrepreneurs.

Sports, Entertainment, and Recreation Marketing 8175

Grade Levels: 10, 11, or 12

This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports, entertainment, and recreation industries. Students will investigate the components of branding, sponsorships and endorsements, as well as promotion plans needed for sports, entertainment and recreation events. The course also supports career development skills and explores career options. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course.

Advanced Sports, Entertainment, and Recreation Marketing 8178 (Weighted - .025)

Grade Level: 11, 12

Prerequisite: Sports, Entertainment, and Recreation Marketing

Students will build on prior knowledge of sports, entertainment, and recreation marketing. This course focuses on the principles of management and planning supported by research, financial, and legal concepts. Students will be able to plan and execute an event, develop a career plan, and establish a sports, entertainment, or recreation marketing product/business. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting the course are studied.

Global Marketing and Commerce 8135

Grade Levels: 11, 12

Global Marketing and Commerce is a specialized course for students with a career interest in the field of international trade. Students gain an understanding of the various careers in international trade, finance, shipping, and marketing and consider fundamental concepts, principles, and theories of marketing in an international setting. Course content blends macroeconomic and microeconomic theory with international culture, politics, legal issues, concepts, practices, and applications. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

(Over)

Advanced Global Marketing and Commerce 8136 (Weighted - .025)

Grade Level: 12

Prerequisite: Global Marketing and Commerce

Advanced Global Marketing and Commerce, a specialized course for students with a career interest in international trade, builds upon concepts learned in Global Marketing and Commerce (8135). Economic and international trade concepts are reviewed, and the world environment of international trade is further explored. Students expand their knowledge about the impact of culture on international trade and continue their study of the legal and political aspects of international marketing. Global product strategies are examined. Concepts detailing entry into international markets, pricing strategies, international promotion, and marketing research are studied. Computer/technology applications supporting international marketing are explored. A review of skills and preparation required for careers in international marketing complete this course. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied. Students will prepare for industry certification.

Leadership Development 9096

Grade Levels: 11, 12

Students develop competencies in identifying individual aptitudes in relation to effective leadership skills, understanding organizational behavior, using effective communication in the workplace, handling human resources and organizational problems, supervising and training employees, resolving conflict, and planning for the future. Continuing education in leadership is emphasized as well as practical leadership experiences in cooperation with school and community leaders.



The Chesapeake Public School system is an equal educational opportunity school system. The School Board of the City of Chesapeake also adheres to the principles of equal opportunity in employment and, therefore, prohibits discrimination in terms and conditions of employment on the basis of race, sex, national origin, color, religion, age, or disability.