

## THE SCHOOL STORE “The Exchange”

The school store, The Exchange, is run daily during class time by the Marketing program. Students are responsible for running the store by creating work schedules, developing promotions, placing orders, stocking products, completing financial documents, and carrying out other miscellaneous daily operations.



## MARKETING YOUTH CLUB DECA



DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Students have the opportunity to participate in leadership activities, competitions, and travel.

## Work Experience/On-the-Job Training

- ☐ Work experience is available in a variety of marketing settings and is on a non-paid basis. These are shorter-term assignments and involve consulting or job shadowing.
- ☐ On-the-job training or paid work experience is available in a variety of marketing settings and may lead to full time employment.



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### NON-DISCRIMINATION POLICY

It is the policy of the Huron Intermediate School District not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight, or marital status in its programs, activities, or employment. Inquiries regarding this nondiscrimination policy should be directed to: Assistant Principal, Huron Area Technical Center, 1160 S. Van Dyke, Bad Axe, MI 48413 (989/269-9284).

\* The Marketing program serves juniors and seniors in high school. A student may attend on a time-line ranging from one-semester to two complete school years.

## HURON AREA TECHNICAL CENTER



## Marketing Program Benefits:

- ✓ Prepare students for the business world
- ✓ Develop leadership skills in DECA
  - District Competition
  - State Leadership Conference
  - State Career Development
  - International Competition
- ✓ Earn money with On-the-Job Training
  - Work during class time
  - Get paid by a local business
- ✓ Operate two businesses
  - Thumbs Up, Inc.
  - The Exchange School Store
- ✓ Get free college credits with Articulation
- ✓ Take class trips
  - College Tours
  - Pistons Game
  - Loons Game
  - Dining Etiquette
  - Frankenmuth Tour
  - VEI Trade Show
- ✓ Use technology not textbooks

## MARKETING STUDENTS ARE INTERESTED IN:

- 💰 Working with others
- 💰 Working with money
- 💰 Working with technology



## JOB OUTLOOK

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to grow faster than average for all occupations through 2018, spurred by intense domestic and global competition in products and services offered to consumers. As a result, careers in marketing are in high demand.

College graduates with related experience, a high level of creativity, and strong communication skills should have the best opportunities. Employers will particularly seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

## COLLEGE ARTICULATION AGREEMENTS

Marketing students are offered the opportunity to get a head start on college through articulation agreements with the following post-secondary schools:

- 💰 Delta College
- 💰 Baker College
- 💰 Davenport College
- 💰 Ferris State University
- 💰 St. Clair County Community College
- 💰 Kirtland Community College

## Skills Students Will Develop:

- Entrepreneurial Skills
- Communication Skills
- Teamwork Skills
- Presentation Skills
- Employability Skills
- Sales Skills
- Money Management
- How to Operate a Cash Register
- Personal Management

## Examples of Marketing Careers:

- Advertising and Public Relations
- Automotive Service Marketing
- Business Owner
- Entertainment Director
- Fashion Designer
- Finance and Accounting
- Human Resources
- Management
- Market Research
- Sales
- Travel Agent

## VIRTUAL ENTERPRISES INTERNATIONAL (VEI)

VEI students establish and manage a company, conducting business with other VEI firms domestically and internationally.

Students are involved in all aspects of running our business, Thumbs Up, Inc. Departments include: human resources, accounting, design, purchasing, marketing, and chief executive officers.

Working in teams to make decisions about how to complete departmental tasks in support of company goals and objectives, students learn from both their successes and mistakes.



## Marketing Class Trips:

- College Tours
- DECA Districts
- DECA Leadership Conference
- DECA Nationals
- DECA States
- Dining Etiquette Breakfast
- Frankenmuth Tour
- Sports & Entertainment Conference
- VEI Trade Show