

Digital Marketing & Business Fundamentals 52.1801	
Objective- <ul style="list-style-type: none"> ➤ Upon successful completion of this program, students will be prepared for an entry level position in the field of marketing. ➤ Students are offered the opportunity to acquire the technical knowledge and skills in social media marketing, social media influencing, sports and entertainment marketing, hotel and lodging marketing, entrepreneurship, real estate, retail marketing, and more. ➤ Students will learn marketing and business fundamentals, pricing & retail math, career development, technology applications, marketing communications, marketing information management & market planning, business management & administration, selling goods & services, advertising & promoting, customer service, channel management, economics, product/service management, and social media. 	
PROGRAM SAFETY REQUIREMENTS	<ul style="list-style-type: none"> • DEMONSTRATE SELF-DISCIPLINE TO REMAIN IN WORK LOCATION FOR EXTENDED PERIODS OF TIME • SELF-CONTROL AND SAFETY AWARENESS IS REQUIRED FOR THE SAFETY OF ALL STUDENTS, TEACHERS AND SELF TO USE COMMERCIAL HEAT PRESS UP TO OVER 450 DEGREES, SHARP CUTTING TOOLS • REMEMBER & APPLY SAFETY REGULATIONS
APTITUDES, ABILITIES/SKILLS	<ul style="list-style-type: none"> • WORK INDEPENDENTLY • MULTI-TASKING IN A VERY FAST PACED ENVIRONMENT • EYE/HAND COORDINATION • ARM/HAND STEADINESS • NEAR VISION • CRITICAL THINKING • PROBLEM SOLVING SKILLS • TIME MANAGEMENT • SELF-MOTIVATION • SELF-READING/TEACHING AT TIMES
ACADEMIC SKILLS READING MATH SCIENCE	<ul style="list-style-type: none"> • TEXT BOOK & EBOOK READING LEVEL 12th GRADE • EXCELLENT WRITING SKILLS • CALCULATE & APPLY PERCENTAGES, PROFICIENT RETAIL MATH • CALCULATE AND MEASURE DIMENSIONS & MEASUREMENTS • DEMONSTRATE CRITICAL THINKING SKILLS • DEMONSTRATE PROBLEM SOLVING SKILLS • ABILITY TO READ/WRITE PROFICIENTLY • READ & CALCULATE FRACTIONS

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 Essential Skills Chart
 Digital Marketing & Business Fundamentals

	<ul style="list-style-type: none"> • READ & CALCULATE DECIMALS • PUBLIC SPEAKING SKILLS
PHYSICAL REQUIREMENTS	<ul style="list-style-type: none"> • ABILITY TO STAND FOR LONG PERIODS OF TIME • ABILITY TO WORK ON COMPUTER AND STARE AT SCREEN FOR LONG PERIODS OF TIME. (THIS IS A MOSTLY DIGITALLY BASED LEARNING PROGRAM) • HAS TO HAVE ACCESS TO SOCIAL MEDIA. (One of the main focuses of this trade). • HAS TO BE ABLE TO GO ON FIELD TRIPS • ABILITY TO WORK AT A VERY FAST PACE • ABILITY TO WITHSTAND A HOT WORK ENVIRONMENT IN SCHOOL STORE AND SHOWCASES • ABILITY TO WORK INDEPENDENTLY FOR LONG PERIODS OF INTENSE CONCENTRATION • ABILITY TO SIT IN SEAT FOR LONG PERIODS OF TIME • ABILITY TO WORK ON STEP LADDER
SOFT SKILLS	<ul style="list-style-type: none"> • MUST BE COMFORTABLE WITH PUBLIC SPEAKING • MUST BE COMFORTABLE POSITIVELY DEALING WITH CUSTOMERS • COOPERATE & COMMUNICATE WITH OTHER CLASSMATES AND CUSTOMERS • ABILITY TO WORK WITH OTHERS TO SHARE IDEAS AND SOLVE PROBLEMS TOGETHER, LOTS OF GROUP WORK IN MARKETING! • USE TIME WISELY/TIME MANAGEMENT • CONDUCT ONESELF MATURELY AND PROFESSIONALLY • ACCEPT DIRECTIVES & CONSTRUCTIVE CRITICISM FROM INSTRUCTORS
CLASSROOM ASSIGNMENTS, ASSESSMENTS & TASKS	<ul style="list-style-type: none"> • CLASSWORK/HOMEWORK • TESTS • PROJECTS • DISCUSSIONS • FIELD TRIPS
INDUSTRY CERTIFICATIONS	<ul style="list-style-type: none"> • SOCIAL MEDIA CERTIFICATION • CUSTOMER SERVICE/SALES CERTIFICATION • NOCTI • 12 CAREER SAFE CERTIFICATIONS
PROGRAM UNIFORM/COSTS/MATERIALS	ATTIRE (EX. BUSINESS PANTS, BUTTON DOWN SHIRTS, POLOS, BLOUSES, BLAZERS.)

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Essential Skills Chart

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ARTICULATION AGREEMENTS	<ul style="list-style-type: none">• LCCC
COOPERATIVE OPPORTUNITIES	<ul style="list-style-type: none">• BASED ON JOB AVAILABILITY, TEACHER RECOMMENDATION, GRADES OF 77% AND HIGHER, GOOD ATTENDANCE, GOOD BEHAVIOR, DRIVER'S LICENSE AND OWN TRANSPORTATION
EMPLOYMENT OUTLOOK & PROJECTED SALARY	<ul style="list-style-type: none">• ENTRY LEVEL MARKETING POSITION - STARTING AT \$40,0000• AFTER BACHELOR DEGREE OBTAINED - STARTING AT \$50,000+ EXTREME GROWTH AFTER HISTORY OF LONGER WORK EXPERIENCE
How to find out more?	<ul style="list-style-type: none">• https://www.onetonline.org• www.carboncti.org