



For Students Interested In ...

Learning the basics of business and discovering the many different possible career options in business, marketing, economics and entrepreneurship.

*DECA



www.deca.org

Our Classes



www.tvrop.org

Marketing, Sales & Services

Integrated Marketing Communications

Explore areas such as market research, product development, pricing, promotion, distribution, visual merchandising, presentation and project management through a variety of hands-on projects. Students receive training in constructing resumes, employment applications, cover letters and references,; in addition to interviewing skills. Students will complete a career portfolio to prepare for entry into the job market with a competitive edge. Marketing concepts and leadership skills are reinforced through co-curricular participation in the Career and Technical Student Organization, *DECA.

Course Length:
1 Year/ 1 Period
High School Credits: 10



Sports and Entertainment Marketing

Through focused instruction on the marketing concepts and strategies, students explore the professional, college and amateur sports world, as well as a vast variety of entertainment events and how this lucrative industry reaches their target audience. Students will plan and utilize market research, develop promotion and marketing materials for sports and entertainment events, and improve leadership skills through co-curricular participation in the Career and Technical Student Organization, *DECA.

Course Length:
1 Year/1 Period
High School Credits: 10



Introduction to Business Careers

Students will be introduced to the world of business and career options within the industry. Students will explore foundations of business operations, and gain knowledge and skills required for success in today's marketplace. Units of instruction will introduce economic systems, global markets, ethics, entrepreneurship, management, human resources, marketing, accounting, finance in business, and personal finance.

Course Length:
1 Semester/1 Period
High School Credits: 5

Economics of Business Ownership

Students will learn the process of starting and managing a business by learning skills related to organization, effective decision making, and goal setting. Students develop comprehensive business plans including research and development of ideas, product planning, finance and marketing. Students gain practical experience by utilizing virtual business and social media simulations while preparing for possible social media marketing certification. Students receive training in constructing resumes, employment applications, cover letters/references as well as interviewing skills. Business concepts and leadership skills are reinforced through co-curricular participation in the Career and Technical Student Organization, *DECA.

Course Length:
1 Year/1 Period
High School Credits: 10



Marketing, Sales & Services



**Integrated Marketing
Communications**



**Sports and
Entertainment
Marketing**



**Introduction to
Business Careers**



**Economics of Business
Ownership**



Tri-Valley Regional Occupational Program

“Careers by Choice, Not by Chance”