

# Integrated Marketing Communications



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Learn about the field of marketing and the vast career opportunities within this industry. Explore areas such as market research, product development, pricing, promotion, distribution, visual merchandising, presentation and project management through a variety of hands-on projects. Bring your ideas and creativity! 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\*. DECA is an integral component to this program and provides additional focus on developing written and oral presentation skills, as well as leadership and social and professional skills that will build self-confidence for college and career success. To learn more about DECA, visit [www.deca.org](http://www.deca.org). To learn more about Tri-Valley ROP classes, visit our website at [www.tvrop.org](http://www.tvrop.org)

Students can earn. . .

- 10 high school credits
- Transferable college credits
- UC a-g "g" approval (College-Preparatory Elective)
- Industry-recognized social media certification

**Enroll Now!**

**Visit your career center today!**

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