

# Communication Skills

*Creativity*

# Marketing

# @ DCHS

*Leadership  
&  
Teamwork*

**Real World  
Projects**



# What is Marketing?



# What do we do in Class?

Create Marketing Plans and present them - Apprentice style



Plan and organize events



Conduct Surveys & analyze results



Flyers & Brochures



Create Marketing Materials: Flyers, logos and commercials



Create new products



Practice communication skills  
Front Desk/Telephone

# Hospitality Marketing Pathway Courses



## Marketing Principles

Hospitality, Recreation, & Tourism Essentials

Hospitality, Recreation, & Tourism Management

## Work Based Learning

Run and Manage the School Store and/or Print Shop Businesses

**Earn a cord for graduation**  
complete the Hospitality Marketing Pathway

\*\*\*Students must complete all 3 pathway courses to be a pathway completer

# Careers in Marketing

- Real Estate/Insurance Agent
- Travel Agent
- Event Coordinator
- Catering Manager
- Retail Manager
- Sports agent/Talent agent
- Hotel Manager
- Restaurant Manager
- Social Media Manager
- Cruise Director
- Resort Manager



- Marketing Director
- Brand Manager (logos and Products)
- Merchandising & Displays
- Marketing Research
- Public Relations Manager
- Advertising & Media Relations
- Publicist
- Sales Person

# Skills Developed in Marketing

- Creativity/Initiative
- Communication skills - telephone, customer service, selling, presentation, getting along with others, etc.
- Computer skills
- Design skills
- Math skills
- Business/Management skills
- Research skills
- Teamwork & leadership skills
- Multi-tasking
- Organization
- Planning
- Critical Thinking skills

# Show me the Money

Career	Salary	Career	Salary
Advertising, Promotions, and Marketing managers	\$115,750	Hotel/Resort Managers	\$46,810
Events Planners	\$45,810	Travel Agents	\$35,000 (HS) Certificate only
Sales Representatives	\$105,260+	Public Relations/ Publicists	\$95,450
Retail Managers	\$38,000	Real Estate Agents	\$41,990
Catering/Food Managers	\$47,960	Insurance Agents	\$48,150
Fashion Designers	\$62,860	Sports Promoters & Agents	\$68,260 - \$96,120

# The Marketing & Entrepreneurship Club

D



E

C



A





# Who should take Marketing?



- Students who want to develop leadership skills
- Students who are detail oriented and creative
- Students who like to debate, participate in role plays & give presentations
- Students who want to have careers in business or own a business someday
- Students who like to get involved in activities (Fundraising, Community Service, School store, & DECA)

# Work in the student run Businesses...



## School Store

### The Tiger Shack

- **Work** in the school store and Practice what you are learning.
- **Job Experience** such as: sales, customer service, cash register, inventory management, etc.

# Paw Prints

## Print Shop & T-Shirt Designs

Join our team if you like:

- Creating Posters, signs, & T-shirts
- Developing new ideas & products
- Promotion & Selling
- customer service
- Computer Design
- Hands-on applications

# How can I learn more?

To learn more about the Marketing Program,  
contact:

Your counselor when you register for classes  
or Ms. Ritchey at the DCCHS

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