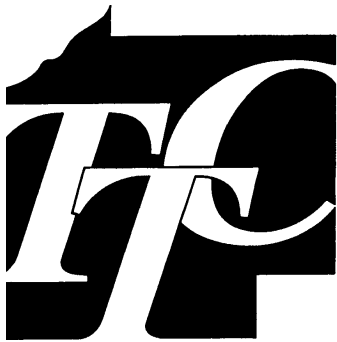


TUSCOLA
TECHNOLOGY
CENTER
UPHOLDS THE
DIGNITY OF ALL
CAREERS.



In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans with Disabilities Act of 1990, it is the policy of the Tuscola Intermediate School District that no person shall, on the basis of religion, race, color, national origin, sex, disability, age, marital status, height, weight, arrest record, and familial status be excluded from participation in, be denied the benefits of, or be subjected to discrimination during any program or activity or employment. Inquiries regarding this policy should be directed to the Tuscola ISD Superintendent, 1385 Cleaver Road, Caro,

COLLEGES TO CONSIDER

Alpena Community College
*Baker College in Flint
Central Michigan University
*Davenport University
*Delta College
Eastern Michigan University
Ferris State University
Grand Valley State University
Lake Superior State University
Lansing Community College
Michigan State University
Mott Community College
Northern Michigan University
Northwood University
Oakland University
St. Clair Community College
Saginaw Valley State University
Washtenaw Community College
Western Michigan University

*College credit available through articulation agreement

MARKETING &
BUSINESS
MANAGEMENT

TUSCOLA TECHNOLOGY CENTER
1401 CLEAVER ROAD
CARO, MICHIGAN 48723
PHONE: 989-673-5300
FAX: 989-673-4228
www.tisd.k12.mi.us



Business Management,
Marketing and Technology
Pathway

WHAT YOU WILL LEARN:

- ◇ Career Planning and employability skills
- ◇ Communication and interpersonal skills
- ◇ Effective leadership skills
- ◇ Teamwork

PROGRAM CURRICULUM

- ◇ Professional Development
- ◇ Communication
- ◇ Human Relations
- ◇ Marketing & Business Fundamentals
- ◇ Operations Management
- ◇ Entrepreneurship
- ◇ Promotion
- ◇ Economics
- ◇ Selling/Pricing & Financing
- ◇ Business Law
- ◇ E-Commerce
- ◇ Buying & Distribution
- ◇ Product Planning & Placement
- ◇ Marketing Information
- ◇ Management
- ◇ Sports & Entertainment Marketing

Marketing & Business Management:

This hands-on course prepares individuals for occupations in the fast growing field of Marketing & Business Management. Throughout the course, students will have the opportunity to explore many careers in the field of marketing and business, while sharpening their communication and human relations skills.

Marketing & Business Management students will also participate in DECA, a cutting-edge organization designed to provide today's students with the tools to be tomorrow's business leaders. Members of DECA test their knowledge in an environment of cooperation and competition.

Special Trips Include:

- ◇ Annual district and state conferences
- ◇ The Disney Marketing Conference in Orlando, Florida
- ◇ The Sports & Entertainment Marketing Conference at the Palace of Auburn Hills

HELPFUL BACKGROUND CLASSES:

- General Business
- Business Math
- Computer Literacy

WHERE YOU CAN GO FROM HERE:

Your second year could include:

- ◇ Return to Marketing & Business Management where a specialized program to meet your needs will be developed
- ◇ Find employment through TTC Co-op program

Following one or two years in the Marketing and Business Management program, you will be prepared for an exciting career in customer service, marketing, management or entrepreneurship.

TYPES OF BUSINESSES YOU MAY BE EMPLOYED BY:

- ◇ Advertising
- ◇ Visual Merchandising (Display)
- ◇ Finance & Credit
- ◇ Food Marketing
- ◇ Retail Merchandising
- ◇ Hospitality & Tourism
- ◇ Restaurant Marketing
- ◇ Vehicles & Petroleum
- ◇ E-Commerce

You may continue your education at a college or trade school to prepare yourself for advanced careers in the business field.