



HIGH SCHOOL DCAPS

## Marketing

### About Marketing

The Secondary CTE Marketing Education Program is a three-year program preparing students for the exciting world of Marketing. During the first year of the program, students learn the principles and concepts of marketing. In the second year, students apply what they have learned in the student store (marketing lab). Third-year marketing students are the management team, performing the duties of the Promotions Manager, Operations Manager, Training Manager, Purchasing Manager, and Chief Financial Officer.

The program is affiliated with Distributive Education Clubs of America (DECA) an international, co-curricular student organization. DECA is a co-curricular, student-centered organization specifically designed to provide activities that will motivate students to learn marketing, management and entrepreneurial competencies that will prepare them to become skilled, employable workers in the field of marketing. Through DECA students learn to be leaders, attending leadership conferences here and in the states.

The thrill of competition is alive and well in marketing. Every year students from across the island compete in the Guam DECA State Event by taking a core competency examination and performing two impromptu role plays with industry professionals. Winners are eligible to compete at the international level.

### [REQUIREMENTS FOR HIGH SCHOOL DCAPS](#)

All students who enroll in GCC CTE programs offered at Guam's public high schools must do so through the GCC Career Counselor assigned to their respective high school. The Career Counselor can help you decide if enrollment in the CTE ProStart Program is the most appropriate way for you to fulfill GDOE elective requirements and prepare for college and/or the workforce. The Career Counselor can also help you draft an educational plan that may allow you to graduate from high school with GCC postsecondary program credits, giving you a head start on your postsecondary associate degree or certificate.

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### Career Opportunities...

The Marketing Education Program has been very successful in preparing students for entry-level and career-sustaining employment in retail management and accounting, business-to-business and consumer sales,

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purchasing, customer service, entrepreneurship, merchandising, and promotions.

### [Student Learning Outcomes](#)

1. To train individuals for entry-level employment in a variety of marketing-related occupations, such as sales clerks, account representatives, and supervisors, among many others.
2. To train students skills involved in retail operation.
3. To produce marketing graduates who have a high level of self confidence about their knowledge and skills.