

MARKETING



BUSINESS MANAGEMENT + ADMINISTRATION



CAREER PATHWAYS

Marketing Communications • Marketing Management
Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS

Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
Promotion • Selling

CAREER PATHWAYS

Administrative Services • Business Information Management
Corporate/General Management • Human Resources Management
Operations Management

INSTRUCTIONAL AREAS

Knowledge Management • Project Management
Quality Management • Risk Management

DECA

**BUSINESS ADMINISTRATION
CORE INSTRUCTIONAL AREAS**

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|----------------------------|--------------------------|
| Business Law | Information Management |
| Communication Skills | Marketing |
| Customer Relations | Operations |
| Economics | Professional Development |
| Emotional Intelligence | Strategic Management |
| Financial Analysis | |
| Human Resources Management | |

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CAREER PATHWAYS

Lodging • Recreation, Amusement, Attractions
Restaurant and Food and Beverage Services • Travel and Tourism

INSTRUCTIONAL AREAS

Distribution/Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
Promotion • Selling

CAREER PATHWAYS

Accounting • Banking Services and Investments
Insurance • Securities and Investments

INSTRUCTIONAL AREAS

Compliance • Financial-Information Management
Product/Service Management
Risk Management



HOSPITALITY + TOURISM



FINANCE