

**Sign-Up for  
Marketing  
Today!**

**Grades 9-12:  
Fundamentals of  
Marketing**

**Grades 10-12:  
Fashion Marketing**

**Grades 11-12:  
Advanced Marketing  
Co-op and Fashion  
Marketing II Co-op**

Talk to your counselor today to sign-up for one of our marketing courses. We teach you the things you need to know to be successful in college, the work place and beyond!

**Fashion, Fundamentals,  
and Virtual Enterprise!**

Marketing Department  
Kecoughtan High School  
Room E-1  
Phone: (757) 850-5009  
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**Fashion,  
Fundamentals, and  
Virtual Enterprise!**

**KECOUGHTAN  
MARKETING**

**DECA**



# Marketing Courses

## Fashion Marketing

Our most popular course is Fashion Marketing. In this course students gain basic knowledge of the apparel and accessories industry and the skills necessary for successful employment in the apparel business.

### Fashion Marketing Topics:

- Fashion Careers
  - Designers
  - Trends
- History of Fashion
- Fashion Design



## Fundamentals of Marketing

Fundamentals of Marketing is our introductory course. In this course students gain a basic understanding of marketing and its importance. The course covers all of the basic aspects of marketing and work-place readiness skills.

### Fundamentals Topics:

- Employment Portfolios
  - Steps of the Sale
  - Virtual Business
- Stock Market Game
- Press Kits/Advertisements
  - Developing a Product

## Advanced Marketing and Fashion Marketing II

The Advanced marketing classes participate in the Virtual Enterprise experience. Through this program, the class starts their own virtual business. Each student becomes an employee and has a position within the company. Employees receive a virtual paycheck and are able to shop in the virtual economy.

### Advanced Topics:

- Website Design
- Catalog Design
- Business Plans
- Marketing Plans
- Trade Shows

## Cooperative Education

The co-op program allows students to earn two credits while taking one marketing course. The student is required to have a job throughout the school year and obtain a certain amount of hours by the end of the year. The employer completes work evaluations with the marketing coordinator so that the student can improve his/her performance.

## Competitive Events and Travel

Participating in the co-curricular organization DECA gives students the opportunities to travel and compete all over the country. In 2009-2010 students will have the opportunity to attend conferences in Orlando, New York and Louisville!!!

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