Marketing, Sales & Service Cluster

Management & Entrepreneurship Pathway –

Small Business Entrepreneur – This major prepares students to start their own businesses. Self-assessment activities help students determine their entrepreneurial potential. Using skills gained in accounting, buying and merchandising, e-commerce, marketing and advertising, students develop their own detailed business plan. They also explore the economic advantages and disadvantages of international trade. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. Students in this major learn skills required for the exams leading to A*S*K Business Institute Certificates.

Retail Management – This major prepare students to effectively and economically plan, organize, direct and control a business's resources to reach its objectives. Students apply customer service, marketing, sales and business operation skills in developing their own business plan. They learn the art and science of management, supervision, problem solving and decision-making. Buying and merchandising are also covered. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. Students in this major learn skills required for the National Retail Federation's (NRF) National Professional Certification in Customer Service® and may also take exams leading to A*S*K Business Institute Certificates.

Independent Distributor – This major prepares students to become independent distributors who purchase products at wholesale and sell at retail. Students learn the fundamentals of marketing, accounting, business communication, sales, buying and merchandising, and management and supervision. A strong emphasis in this major is on entrepreneurship. Students study all aspects of starting a business including developing their own detailed business plan. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

Franchise Owner – This major prepares students to become independent operators who purchase the right to distribute someone else's products or techniques. Franchise owners purchase the right to use another company's name, format or system for a limited time. Students learn the fundamentals of marketing, sales, buying, merchandising and business management and supervision. A strong emphasis in this major is on entrepreneurship. Students study all aspects of starting a business including developing their own detailed business plan. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

International Business Entrepreneur – This major prepares students to become entrepreneurs in the global marketplace. Students learn the fundamentals of marketing and business operations with emphasis on international trade. Key aspects include e-commerce, export financing, export marketing, strategic alliances and foreign investments. Students also gain skills in economics and accounting with a strong emphasis on entrepreneurship. Students study all aspects of starting a business including developing their own detailed business plan. Students develop leadership

traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.