



# Entrepreneurship

## Marketing Sales and Service Sector

- The job of the Marketing, Sales and Service industry is to advertise and promote products so customers want to buy them.
- Marketing exists within an environment of rapidly changing technology, interdependent nations, and economies, and increasing demands for ethical and social responsibility
- Student attributes for success in this sector include artistic imagination, relating well to others, and an entrepreneurial mindset.

## Benefits of Taking This Pathway

Seniors who meet the following requirements are eligible for a Career Pathways Cord at Graduation:

- Completion of a Pathway Program, with a C or better within the pathway.
- Earn an overall GPA of 2.0

## Potential College Majors

- Business
- Communications and Public Relations
- Marketing
- Retail Merchandising
- Advertising

## Potential Careers

- Owner of Small Business
- Sales Manager
- Advertising and Promotions
- Insurance Sales Agent
- Supervisor/ Manager of Retail

## Sites

- RLHS

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## Pathway Courses

### Marketing & Merchandising

(RLHS)

**Grades:** 10-11 **Duration:** Year

**HS Grade Req:** Electives **UC/CSU a-g:** Electives

**Prerequisite:** Intro to Business, preferred but not required

**CTE Pathway:** Entrepreneurship (concentrator course)

**Course Description:** The course in marketing and merchandising is a hands-on course that is instrumental in the development of the on campus business Knights Armor. Students will be expanding their business knowledge by incorporating various marketing techniques to build the business and develop a broader clientele. Students will also develop their teamwork skills and will learn various persuasive sales techniques that produce a proactive work environment. Topics include customer service, inventory control, merchandising strategies, promotion and pricing. The students will also work in developing soft skills through the incorporation of SkillsUSA Program of work Essentials curriculum. This course has additional work hours required during lunches and various athletic events.



### Small Business Management

(RLHS)

**Grades:** 11-12 **Duration:** Year

**HS Grade Req:** Electives **UC/CSU a-g:** Electives

**Prerequisite:** Marketing and Merchandising

**CTE Pathway:** Entrepreneurship (capstone course)

**Course Description:** The course Small Business Management deals with the advanced levels of running and operating a business. The students of this course learn to implement higher management duties. These duties pertained to the on campus business Knights Armor that has several different entities. The students also are responsible for ordering, purchasing, inventorying, and monitoring the business accounting. Other areas of development are shipping/ receiving, customer service, loss prevention, risk management, and personnel management. The students will also work in developing soft employment skills through the incorporation of SkillsUSA Program of work Essentials curriculum. This course has additional work hours required during lunches and various athletic events in a management capacity.

## Continuing Pathways Post-Secondary

### American River College:

- Business Administration AS Degree
- Business AA Degree
- Small Business Mang. AA Degree
- Technical Communications AA Degree

### CSU Sacramento:

- Business BS Degree with concentrations in:
  - Accounting
  - Finance
  - Marketing
  - Entrepreneurship