

Tigard High School



MARKETING

For students interested in:

- Owning a business
- Designing promotions
- Supervising employees
- Selling products
- Working with money and numbers
- Helping customers

Sequence of Courses

Introductory

- Marketing 1 (9-12th grade, 1.0 credit)
- Sports Marketing 1 (10-12th grade, 0.5 credit)

Intermediate

- Sales and Promotion (10-12th grade, 1.0 credit)

Advanced

- Marketing 2 (10-12th grade, 1.0 credit)
- Personal Finance (10 -12th grade, 0.5 credit)
- Wealth Management (10-12th grade, 0.5 credit)
- Advanced Business Procedures (11-12th grade, 1.0 credit)

Dual Credit Offerings

- PCC – BA 101 – Introduction to Business (4 credit hours)

Career Technical Student Organizations



Students will learn:

- How to meet customer demands
- Business trends
- The importance of the marketing and promotion in the sales cycle
- Professional skills
- The role of social media in marketing

Career Options

Market Research Analysts and Marketing Specialists	\$79,206
Financial Managers	\$131,456
Sales Representatives of Services	\$68,567
Accountants and Auditors	\$79,206
Marketing Managers	\$138,496
Sales Managers	\$123,427
Buyers and Purchasing Agents	\$63,794
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$102,835

2022 median annual salary for tri-county area high wage and high demand
-Oregon Employment Division

Current Industry Partners

- Universal Studios
- Northstar Resources
- Acutech Blades
- Benelli Construction