



Scappoose High School

MARKETING

For students interested in:

- Entrepreneurship
- Marketing
- Merchandising
- Selling
- Working with money
- Advertising
- Employee supervision
- Promotion
- Customer service

Students will learn:

- The importance of the marketing cycle
- To work with others and learn other professional skills
- How to meet customer demands by studying business trends

Sequence of Courses

Introductory

- Business in the 21st Century (9-12th grade, 0.5 credit)
- Computer Apps in Business (9-12th grade, 0.5 credit)

Intermediate

- Marketing I (9-12th grade, 0.5 credit)
- Marketing II (9-12th grade, 0.5 credit)
- Marketing III (9-12th grade, 0.5 credit)

Advanced

- In development

Career Options

Market Research Analysts and Marketing Specialists	\$79,206
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$102,835
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

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

Career Technical Student Organizations

- Future Business Leaders of America



Current Industry Partners

- OMIC
- Cascadia Home Loans

