



Tualatin High School

MARKETING

For students interested in:

- Entrepreneurship
- Designing promotions
- Selling products
- Helping customers
- Supervising employees
- Working with numbers & money

Sequence of Courses

Introductory

- Business Basics (9-12th grade, 0.5 credit)
- Marketing 1 (9-12th grade, 0.5 credit)
- Event Planning and Venue (9-12th grade, 0.5 credit)

Advanced

- Marketing 2 (9-12th grade, 0.5 credit)
- Independent Study Business Management (9-12th grade, 0.5 credit)
- Advanced Business Procedures (9-12th grade, 0.5 credit)

Students will learn:

- The marketing mix, promotion, and advertising
- The work flow of a start-up
- To create a business plan
- How to use various medias to increase sales and revenue
- To work on a team and use project management skills

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



Current Industry Partners

- Accutec
- Benelli Construction
- Northstar Resources
- Universal Studios

