



# Tigard High School MARKETING

## 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

## PCC Related Programs

- Business Administration
- Marketing (1 year cert. and assoc. degree)
- Management (assoc. degree)
- Management & Supervisory Development (1-year cert.)
- Writing

View [pcc.edu/programs](http://pcc.edu/programs) for all PCC programs

## Local Industry Career Opportunities

Buyers and Purchasing Agents

Sales Representatives of Services

Advertising Sales Agents

Accountants and Auditors

Market Research Analysts and Marketing Specialists

Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

Marketing Managers

Sales Managers

Click on the QR code for more employment data



## Tigard CTE Program of Study

Marketing 1, 2

Sports Marketing

Sales and Promotion

Advanced Business Procedures

Wealth Management

For full course sequence, see your guidance counselor

## Dual Credit Offerings

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

Click on QR code for more information about dual credit

## Career Technical Student Organizations

