

# 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 (9-12<sup>th</sup> grade, 1.0 credit)
- Personal Finance (9-12<sup>th</sup> grade, 0.5 credit)

### Intermediate

- Sports Marketing 1 (10-12<sup>th</sup> grade, 0.5 credit)
- Sales and Promotion (10-12<sup>th</sup> grade, 1.0 credit)
- Wealth Management (10-12<sup>th</sup> grade, 0.5 credit)
- Marketing 2 (10-12<sup>th</sup> grade, 1.0 credit)

### Advanced

- Advanced Business Procedures (11-12<sup>th</sup> grade, 1.0 credit)

## 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

Buyers and Purchasing Agents	\$77,278
Sales Representatives of Services	\$76,937
Advertising Sales Agents	\$80,191
Accountants and Auditors	\$90,978
Market Research Analysts and Marketing Specialists	\$92,073
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$110,477
Marketing Managers	\$158,034
Sales Managers	\$160,386

2024 median annual salary for tri-county area high wage and high demand  
-Oregon Employment Division

## Dual Credit Offerings

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

## Career Technical Student Organizations

## Current Industry Partners

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



Click QR Code  
to connect to  
Industry  
Sheet

