



Scappoose High School MARKETING

For students interested in:

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

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

- Sports Marketing (10th-12th grade, 0.5 credit)
- Marketing I (10th-12th grade, 0.5 credit)
- Marketing II (10th-12th grade, 0.5 credit)
- Marketing III (10th-12th grade, 0.5 credit)

Advanced

- In development

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

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

Career Technical Student Organizations

- Future Business Leaders of America



Current Industry Partners

- OMIC
- Scappoose Laundromat
- Cascadia Home Loans
- S7 Fab Lab



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