

Marketing



- Meets UC Area “g” requirement
- Prepare for an entry-level marketing position
- Communicate effectively in the business world
- Gain essential critical thinking and leadership skills while mastering core marketing functions

Students will learn the basics of advertising, marketing, merchandising, and technology in preparation for entry-level marketing positions and college-level study. In addition, students will apply the core competencies of marketing to actual job situations, while acquiring the knowledge to make informed consumer purchases. Students will develop leadership, technology, and communication skills to assist them in being responsible young adults in their community and in the workforce.



To enroll or learn more about this program, talk to your counselor, visit your career center, or contact

Ms. Eugster at: beugster@fremont.k12.ca.us

More information is also available at:

<http://www.mvrop.org/instructor/eugster.html> or www.mvrop.org