Marketing Principles is the foundational course for the Fashion, Merchandising and Retail Management Pathway. *Marketing Principles* addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Development, Strategic Management, and Global Marketing strategies. DECA membership and participation is strongly encouraged for this course.

**Student Organization:**
*Distributive Education Clubs of America (DECA)*

**Pathway Skills Diploma Seal:**
completion of Pathway + passing the End Of Pathway Assessment