Marketing Principles is the foundational course for the Marketing and 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

room G119
elliottsh@fultonschools.org
www.elliottmarketingchs.weebly.com