



Wilbur H. Palmer
Career and Technical
Education Center

Marketing

In Alvirne's Marketing program, students have the opportunity to apply marketing skills in both the classroom and in the Bronco Barn, our student run store. Learn the basics of planning, promotion, financial management, economics, people skills, technology, inventory control, and buying and selling as students practice the real world skills of merchandising and marketing. Students are invited to join DECA, an organization of emerging leaders and entrepreneurs who are studying marketing, finance, hospitality, and management. This organization provides numerous leadership, networking, and professional development opportunities for student members.



Sample Occupations for Marketing Graduates (Source: Bureau of Labor Statistics- Occupational Outlook Handbook)

Job Title	Projected Openings Through 2026	Average Salary
Market Research Analysts	138,300	\$63,230
Advertising, Promotions, and Marketing Managers	23,800	\$129,380
Public Relations Specialists	22,900	\$59,300
Sales Managers	28,900	\$121,060

For More information: Contact your Local School Counselor OR

Wilbur H. Palmer CTE Center
@Alvirne High School

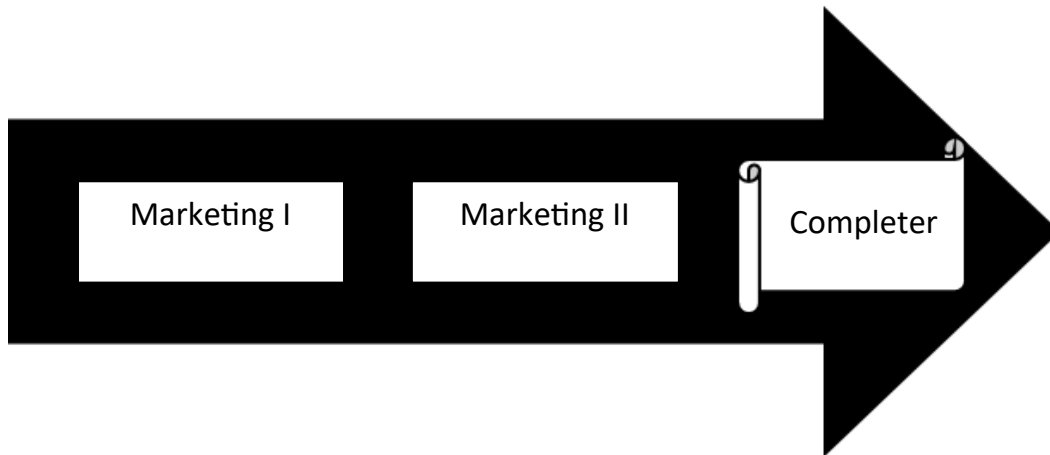
200 Derry Road

Hudson, NH 03051

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Marketing Program Path



Course Descriptions

Marketing I: *Grades 10-12; year-long course; CTE625*

Marketing I is a course in which students will explore an introduction to marketing including the function of marketing, economics, selling, advertising costs, retail and mark up pricing, market share, interpreting graphs and financial data, how marketing is impacted by business and society, and the skills needed for a career in marketing. Students will also take part in creating a marketing SWOT analysis on different types of businesses. During parts of the course, students will watch episodes of the hit ABC show “Shark Tank” and analyze the marketing skills of professionals and apply them to our own in-class marketing ventures. As a Marketing I student, students have the opportunity to join DECA and travel around the United States participating in different Marketing related competitions.

Marketing II: *Grades 11-12; year-long course; CTE627*

Students will further their development of marketing skills in this course. Students will complete an extensive marketing research project where they will have the opportunity to work with actual companies in the community. They will calculate shipping costs, costs of goods sold, profit, event budgeting and employer payroll. They will also complete numerous projects surrounding the function of promotion. Entrepreneurial concepts will be explored and students will complete a business plan. Students will work in the school store with the focus shifting from general employee to management. DECA will still be a part of Marketing II. Students can earn 3 college credits for Marketing I at Nashua Community College.

***Prerequisite:** Successful completion of Marketing I.

***This course contains embedded mathematics & may be used to fulfill the 4-credit math**