

ROP Marketing

The ROP Marketing program uses local retail stores as the extended campus for high school students who desire to enter the marketing field. Each section meets with class time devoted to the development of business skills. Depending upon a student's desires, some pursue advanced classroom knowledge while others develop on-the-job skills in the area of pricing and receiving, stocking and inventory, records, display, catalog sales, and basic selling and customer service. Upon completion of the course, the student will have the capabilities to practice and understand basic Marketing principles and the use of these principles worldwide, specifically in US business.

Performance Objectives

Upon completion of the ROP Marketing program, the student will be able to:

- Demonstrate an appreciation and understanding of the business world, both at home and internationally.
- Use real life experiences (guest speakers and field trips) to understand marketing principles at work.
- Communicate effectively with those in the world of business.
- Effectively present ideas and projects to groups in a professional manner.
- Demonstrate the ability to greet customers, demonstrate the product, overcome objections and close the sale to the satisfaction of the employer.
- Demonstrate an understanding of and comply with security and safety measures.

Class Size:	20-25 students
Prerequisites:	An interest in the business world or majoring in Business in college.
Goals:	ROP Certificate, high school diploma, occupational training, advanced training, job.
Work Experience:	None required
Credits:	10 CTE credits
Methods:	Lecture, laboratory, individualized instruction, community classroom, cooperative education.