Principles of Marketing is a project-based business course that develops student understanding and skills in the functional areas of marketing: channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students acquire an understanding and appreciation of each of the marketing functions and their ethical and legal issues. Decision matrices are employed to aid in market planning.

Recommended: 11th grade
Credit: .5 (one semester)
Prerequisites: Principles of Business and Business Economics