



Did you know?

# Marketing

## Program Description:



The Marketing Program is a hands-on technology-infused course that prepares individuals for occupations in the fast growing fields of business. Students have the opportunity to explore many career options while sharpening their communication and human relations skills. Marketing students are responsible for running the school store, The Exchange, where they learn about placing orders, developing promotions, selling products, customer service, operating a cash register, and management. Marketing students have the opportunity to participate in DECA, an international business organization designed to prepare emerging leaders through conferences, competitions, and field trips. Individuals in the Marketing Program develop the knowledge, skills, and experiences necessary to be career and college ready. On-the-job training and articulation are available.

This program is for those students interested in the following career exploration:

- ✓ Marketing
- ✓ Management
- ✓ Entrepreneurship
- ✓ Finance
- ✓ Sales
- ✓ Real Estate

## Program Highlights:

- ✓ Participate in DECA
- ✓ Operate The Exchange School Store
- ✓ Earn a Real Estate License
- ✓ Receive a Financial Planning Certificate



"THIS CLASS PREPARED ME FOR LIFE OUTSIDE OF HIGH SCHOOL. I'VE ALSO MADE SOME OF MY BEST MEMORIES THERE." -TIM, 2020

"MARKETING HAS SHAPED ME INTO A MORE PREPARED, KNOWLEDGEABLE, AND MOTIVATED FUTURE BUSINESS OWNER." -GRACE, 2020

# Meet your instructor:

## Mrs. Blackstock

Mrs. Amber Blackstock graduated from Central Michigan University with a Bachelor's Degree in Business Teacher Education and Saginaw Valley State University with a Master's Degree in Instructional Technology. Her years of experiences working in retail, office administration, and human resources allow her to share many real life examples in the classroom. Mrs. Blackstock's favorite part of teaching the Marketing Program is developing relationships with students to assist them in making career decisions.



## What do students have to say?

"DECA DEVELOPED ME INTO A WELL-ROUNDED YOUNG WOMAN AND PROFESSIONAL. I GREW IN CONFIDENCE, SKILLS, AND CAREER GOALS. BECAUSE OF MY DECA EXPERIENCE, I WAS EAGER TO ATTEND COLLEGE. I AM FOREVER GRATEFUL FOR THE HEAD START THAT DECA GAVE ME IN MY PROFESSIONAL LIFE."-MACKENZIE, 2016

"MARKETING HAS ALLOWED ME TO FIND MY PURPOSE IN THE CHALLENGES OF LIFE, TO USE MY CREATIVITY, MOTIVATION, AND PASSION TO SHARE MY STORY WITH DIVERGENT AUDIENCES. MARKETING HAS ALSO PROVIDED ME WITH AN AVENUE FOR SUCCESS AND GROWTH FOR MY CAREER IN THE AGRICULTURE INDUSTRY."-NOEL, 2018

"It was the start of a new journey in which I learned multiple life skills and was pushed outside of my comfort zone."  
-Sierra, 2020

"I enjoyed traveling and interacting with people from all over the world through DECA."  
-Shelby, 2020

"I grew so much as a person in this class; it taught me about confidence and leadership."  
-Claire, 2020

## Articulation Agreements

Articulation agreements are made between colleges and the HATC, which allows students to receive college credit at an institution for completing the HATC program.

The following agreements are in place for this program at this time:

[Delta College](#)  
[Ferris State University](#)  
[Northwood University](#)  
[Mid-Michigan College](#)

### Huron Area Technical Center

1160 South Van Dyke Road  
Bad Axe, MI 48413  
(989) 269-9284  
[www.huronisd.org](http://www.huronisd.org)

### For more information or to enroll, please contact:

Amber Blackstock, Instructor  
Lane Walker, Principal  
Theresa Hessling, Assistant Principal  
Sandi Smith, Student Services

[amber@huronisd.org](mailto:amber@huronisd.org)  
[lwalker@huronisd.org](mailto:lwalker@huronisd.org)  
[thessling@huronisd.org](mailto:thessling@huronisd.org)  
[ssmith@huronisd.org](mailto:ssmith@huronisd.org)