



# CTE Marketing

Introduction to Marketing  
Advanced Marketing



# Our instructors

Mr. Murphy  
tmurphy@lhusd.org



Ms. Oskolkoff  
aoskolkoff@lhusd.org

# What is the Marketing Class?

The marketing class is a great opportunity for students who are interested in:

- Public relations, advertising, branding, promotion product and service management, pricing and distribution
- Entertainment marketing, hospitality marketing, advertising and public relations.

# Marketing & Student Council

During this class, students learn how to create a marketing plan, set a budget, present ideas to others, execute effective advertising campaigns, and plan a variety of events for our campus.

- Dances, Pep Assemblies, Fundraisers, etc.



# Events



# Marketing & DECA

DECA's Integrated Marketing Campaign events provide the opportunities for members to develop an integrated marketing campaign for real events.

