

Boonslick Technical Education Center



Marketing

Mrs. Heidi Lenon, Instructor
Multiple Courses; 9-12th grade



Marketing (1 credit, 9-12th grades)

Marketing is one of the fastest growing occupations, according to the US Department of Labor. Students in this introductory course will be able to learn about the process of planning and executing a product, price, distribution, and promotions of goods and/or services. Some of the topics covered for today's workplace are: career planning, advertising, personal selling, promotional planning, and public relations. Students will learn employability skills.

Advanced Marketing (1 credit, 10-12th grades)

Like digital media? Like multi-media? Like to record your own commercials for fun? Try this class on for size. Learn how companies integrate marketing strategies online. Create fun projects for companies integrating the latest trends happening in advertising, public relations, and sales with an online presence.

Entrepreneurship (1 semester, 1/2 credit, 11-12th grades)

Want to own your own business someday? Learn how to be your own boss in this class. The American Dream awaits you. Students learn how to identify their potential for creating a business or marketable product/idea.

Global Marketing (1 semester, 1/2 credit, 10-12th grades)

Want to learn how businesses use the internet to become worldwide companies? Students will identify and analyze worldwide opportunities and examine product, pricing, distribution and promotion strategies in the global market place.

Hospitality, Travel, and Tourism (1 semester, 1/2 credit, 11-12th grades, repeatable)

Like to travel? Want to learn how the hospitality industry works by catering and accommodating industries. This tourism course will enable students to learn how to work in hotels, restaurants, travel companies and a tour operator or travel agent, guide, or manager.

Marketing Internship (1 semester, 1/2 credit, 11-12th grades, repeatable)

Students can earn up to 1 1/2 credits per semester for 30 hours of work per week. Some internships may receive pay from an employer where others do not depending upon the type of business or industry. Students must have reliable transportation and signed parent permission in order to participate, along with instructor approval.

Retail Marketing (1 semester, 1/2 credit, 11-12th grades, repeatable)

Students will operate the BTEC Snack Shack by learning retail sales, public relations, purchasing, inventory management, visual merchandising, & e-commerce.

Programs available:

Agriculture
Alternative Energy
Auto Tech
CAD
Computer IT
Advanced Construction
Health Sciences
Marketing
Woodworking
JROTC —WE ARE STILL
WAITING. #1 ON THE OR-
DER OF MERIT LIST FOR THE
MIDWEST. NO FUNDING
AVAILABLE YET.

Industry-Recognized Credentials

Automotive Service Excellence (ASE)
Certified Nursing Assistant (CNA)
Comp TIA A+, Comp TIA Network+
Occupational Safety and Health Ad-
ministration (OSHA) 10

Also available:

National Career Readiness Certificate
(NCRC) Work Keys Assessment
Compass Testing
Dual Credit Offerings

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