

# Management and Entrepreneurship

A Program of Study within the Edmonds School District



**This Program of Study is connected to the following field(s):**

- Arts and Communications
- Business and Marketing
- Engineering and Technology
- Health and Human Services
- Science and Natural Resources

**This Program of Study reinforces the following Academic Skills:**

- Reading
- Writing
- Mathematics
- Science
- Visual Arts
- Health/Fitness

## Description

The Management and Entrepreneurship program of study is a preparation for success in being your own boss or any professional endeavor. Challenging and rewarding opportunities for entrepreneurship exist in every community. Students learn why companies are successful and others fail, and look at business ownership and the role marketing plays in our free enterprise system. Students will research and develop a business while completing a business plan, and will gain practical management experience through operation of the student store. The characteristics of great business leaders and American industry are also explored.

## Program of Study Courses (2.0 credits from the following)

Courses within this Program of Study and the schools where they are available are listed below. Courses with an (ID) designation are Intradistrict Course available to all district Juniors and Seniors. Courses with two or more subject areas listed are Equivalency Courses which can satisfy more than one subject requirement. [For information about Equivalency Courses, click here.](#)

Course(s)	Credits	Subject Area(s)	EW	LH	MD	MT	SL
MAR410 Marketing Essentials	.5	CTE	■	■	■	■	
MAR430 Entrepreneurship	.5	CTE	■	■		■	
MAR310 Marketing, Advanced	.5	CTE				■	
MAR425 Marketing 1	1.0	CTE	■				
MAR435 Marketing 2	1.0	CTE	■				
MAR460 Retail Store Management	.5 -1	CTE	■	■	■	■	
BUS334 Business Law	.5	CTE		■	■	■	
MAR400 Economics	.5	CTE		■	■		
MAR420 Sales and Advertising	.5	CTE		■	■		

## Post-High School Training Connections

The following courses within this program of study are articulated for college credit with the Business Management program at Edmonds Community College (EdCC). College credits and courses which may be earned are listed below.

HS Course	Credits	College	College Courses Earned
MAR46 Retail Store Management	1	EdCC	MGMT255
MAR41 Marketing Essentials	2	EdCC	MGMT255
MAR40 Economics	2	EdCC	MGMT255

## Occupational Information

The following represent occupations within this field and their average annual earnings and openings based on data from the Washington State Employment Security Department. For more information about these and other occupations within this field, go to [www.wois.org](http://www.wois.org).

Occupations	Openings	Earnings
Retail Salespersons	5419	\$24,040 yr.
Customer Service Representatives	1303	\$30,810 yr.
Management Analysts	621	\$74,778 yr.
Market Research Analysts	542	\$86,021 yr.
Sales Managers	165	\$119,829 yr.
Marketing Managers	117	\$115,547 yr.
Purchasing Managers	41	\$93,289 yr.
Advertising and Promotions Managers	27	\$97,088 yr.

For more information about this Program of Study, contact the Instructor or your School Counselor or Career Center Specialist