

# Marketing Education

*"Business has only two functions – marketing and innovation."*

*Peter Drucker  
Management  
Consultant and  
Author*

Marketing salaries vary by company and position. Beginning salaries usually rank only slightly below those for engineering and chemistry, but equal or exceed those for economics, finance, accounting, general business, and the liberal arts. If you succeed in an entry-level marketing position, you will quickly be promoted to higher levels of responsibility and salary.

*University of  
Texas*

## The Engine of Commerce

Marketing is frequently called the engine of commerce because it is the force that drives business activity. No new business, new idea, or new invention will ever progress unless marketing makes it happen. You still have to get the right product or service to the customer at the right price, at the right time, and in the right form.

When you go online to shop, you read product information written by a marketing specialist. Every time a new product is introduced by a business, marketing researchers have helped make the decision to develop it. Even the prices you pay for products and services are based on marketing decisions.

---

## Marketing Education

Marketing Education programs are designed to provide students with the skills necessary to be a team player in a marketing department in today's changing environment.

In Marketing Education programs, students learn how new products are created and marketed, what impact our economy has on the costs of products both in the United States and across the world, and why advertisers spend so much money on commercials.

Students also apply marketing skills. They create advertising campaigns, marketing plans, web sites, business plans, and much more. They learn how to communicate and relate to all types of people, forging strong skills for success. Students involved in mastering this coursework find college marketing and business classes easier, and they may even receive college credit for high school work.

*"Research is a vital part of relationship marketing. If done right, you'll make better decisions and your customers will thank you for caring enough to understand what they want."*

*Mike Anderson  
Marketing  
Research  
The Longaberger  
Company*

*"...career opportunities in marketing are diverse, profitable, and expected to grow significantly during the coming decade."*

*Marketing, Lamb,  
Hair, McDaniel,  
Seventh Edition,  
Southwestern  
Publishing, 2004*



## [Insert Chapter Officers]

Marketing Education students also have a unique opportunity to participate in DECA, a marketing student association that gives them leadership, teamwork and community service opportunities. No other student association provides the wide range of competitive events that require students to work closely with marketing professionals and solve marketing problems. For instance, students may develop a promotional or marketing plan that is used by a community business. Those competitive events are motivational and exciting, and they reflect the real world.

---

## Want More Information About This Exciting Opportunity?

For more information about the tremendous opportunities available in marketing and in the Marketing Education program, please contact your local Marketing Education Teacher.