

MARKETING PATHWAY

Forsyth Central High School



Why take MARKETING at Forsyth Central?

- Marketing prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management!
- FCHS DECA is the largest organization at Forsyth Central, the 2nd largest chapter in Georgia and the 7th largest chapter in the WORLD! Come join our DECA Family!
- DECA provides competition opportunities at the region, state, and international level and provides opportunities to travel to Orlando, Anaheim, and Atlanta.
- FCHS offers **THREE** marketing pathways:
 - Marketing Communications & Promotion
 - Marketing Management
 - Sports & Entertainment Marketing

Are you interested in developing skills in advertising, public relations, sales promotions, and digital marketing communications?

*Marketing
Communications &
Promotion Pathway*



1. **Marketing Principles**
2. Promotion & Professional Sales
3. Marketing Communications Essentials

Are you interested in starting and operating your own business or running the school store?

*Marketing
Management
Pathway*



1. **Marketing Principles**
2. Marketing & Entrepreneurship
3. Marketing Management (School Store)

Are you interested in the behind the scenes aspect of sports and entertainment marketing?

*Sports and
Entertainment
Marketing Pathway*



1. **Marketing Principles**
2. Intro to Sports Marketing
3. Advanced Sports Marketing



If you want to participate in any of these pathways, sign up for the foundational course: **MARKETING PRINCIPLES (Course 702745y)**