

# ME 8243 : Advanced Marketing & Entrepreneurship @ Town Center

**Virginia Beach City Public Schools ensures equal access to all CTE courses. Accessibility accommodations will be provided as needed.**

The advanced course immerses students in entrepreneurship with an emphasis on critical thinking, creativity, and product development. While practicing marketing strategy, students will explore prototyping and the evolution of a product from concept to market using a real-world simulation, 3D printing and interactions with entrepreneurs and business professionals. As they explore the feasibility of their original ideas, students will participate in entrepreneurial and management activities focusing on prototyping, financing, global marketing, social media marketing, pricing, social responsibility, and emerging technologies. Students will prepare for advancement in marketing careers, entrepreneurship, and postsecondary education. Computer technology applications, business partnerships and DECA activities enhance the course. Students are eligible to sit for the National Certiport Entrepreneurship and Small Business certification exam for student-selected verified credit.

## **Subject Area**

Marketing & Entrepreneurship

**Credits** 2

**Years** 1

**Level**

High School

**Grades**

10

11

12

**Prerequisites**

Marketing, Fashion Marketing, Virtual Enterprise, Accounting, or Computer Information Systems

**Notes**

Students are responsible for their own transportation to class.

**Parent Docs**

[Advanced Marketing & Entrepreneurship @ Town Center Parent Doc 2021-2022](#)