

OVERVIEW

The Marketing and Sales program teaches students how to collect information to determine potential sales of a product or service and create a marketing campaign to market or distribute goods and services. Students learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits. Students develop marketing campaigns and work in simulated environments to develop the real-world experience needed to work in the marketing field.

AVAILABLE INDUSTRY CERTIFICATIONS

Students have the opportunity to earn Industry Based Certifications. These certifications help students stand out in interviews, help students gain confidence in a subject area, and give students valuable experience in preparing for the level of rigor required for industry certification exams they may face in the future.

Stukent Social Media Marketing

Students who enroll in Social Media Marketing have the opportunity to earn this certification.

OVERVIEW

The Real Estate program provides students with the knowledge and specialized skills required for career opportunities in the real estate profession. Students learn about financing, selling, and contracting real estate as they prepare to successfully pass the state real estate exam required to be a Realtor in Texas.

AVAILABLE INDUSTRY CERTIFICATIONS

Students have the opportunity to earn Industry Based Certifications. These certifications help students stand out in interviews, help students gain confidence in a subject area, and give students valuable experience in preparing for the level of rigor required for industry certification exams they may face in the future.

Texas Real Estate Commission Residential Real Estate License

Students who enroll in Real Estate Marketing have the opportunity to earn this certification.