



Marketing/Entrepreneurship

Program Description

Livingston CTE marketing programs cover such topics as product planning, retail sales, advertising, entrepreneurship, social media, or even sports. Instructors lead students in exploring a variety of careers in marketing and connect them with local colleges and industry. Leadership is supported through membership in DECA clubs and competitive opportunities that are available.

Students in marketing programs have opportunities to get real-life experience running a business by working in a school store. Students are part of day to day operations of "The Paw" at Brighton HS, the "Coliseum" at Fowlerville HS, "The Eagles Roost" at Hartland HS, and the "Kilt Shack" at Howell HS.

<i>Instructor</i>	<i>Course(s) Name</i>	<i>Instructor Contact Information</i>	<i>Program Links & Information</i>
Michelle Costa Tanya Clark	Marketing Marketing/School-based Enterprise	costam@brightonk12.com clarkt@brighonk12.com 810-299-4100	Costa's Classroom Clark's Classroom
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Stephanie Ritter Jennifer Jackson	Marketing Marketing/School-based Enterprise	stephanieritter@hartlandschools.us 810-626-2394 jenniferjackson@hartlandschools.us 810-626-2253	
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