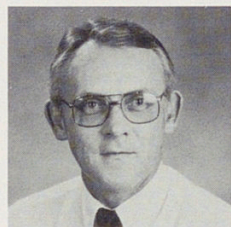


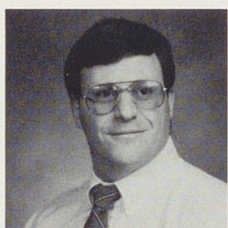
Business



Naomi Bousman



Jerry Bush



Reed Chacksfield



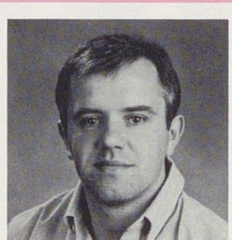
Nancy Cummings



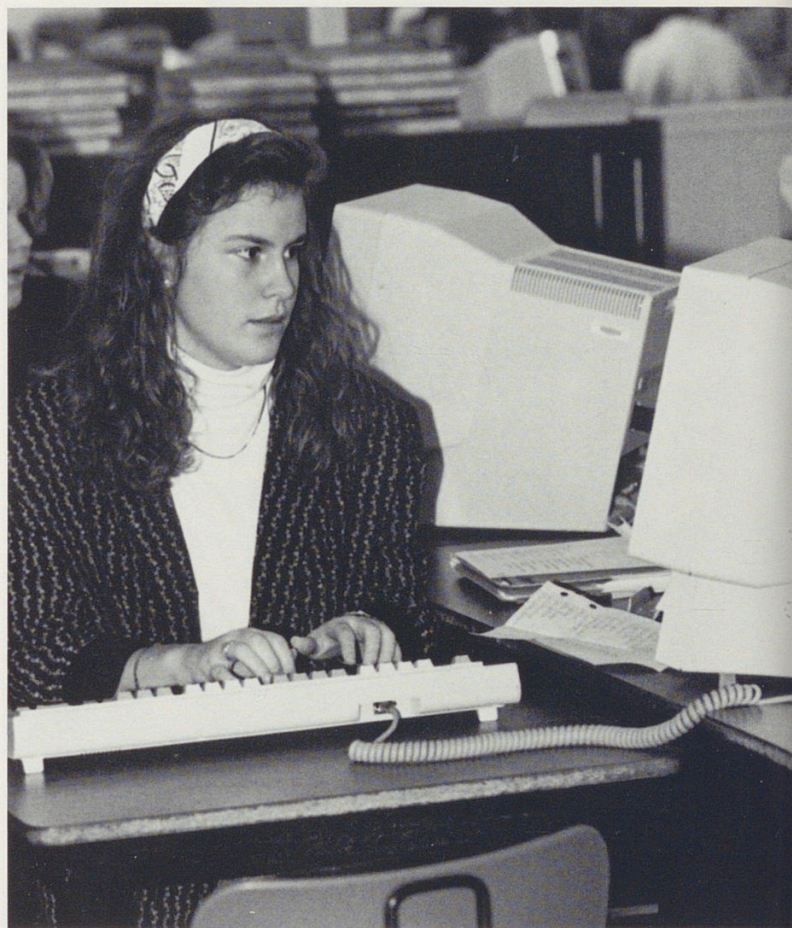
Audrey Damminga



Debby Gutzwiller



Steve Jostworth



A Hands-on Approach to Marketing

Have you ever asked what goes on in the marketing classes? What exactly it is that they do? How do people become bookstore helpers? There is a supervisor, manager and seven helpers who operated the bookstore. All took the marketing class.

The senior marketing course included instruction in advertising, economics, types of products, and promotional techniques. Students also learned the operations of a retail business, setting up displays, techniques of salesmanship, and how to prepare for a job interview.

Junior and senior year marketing students were also involved with various class projects. One for the juniors was "Operation Pettisville." Students learned about owning their own business, running it, and interacting with other businesses. Each student handled his/her own including payroll for imaginary employees, sent invoices, and pur-

chased and sold products. Ms. Debby Gutzwiller said, "Students get a hands on feel of what it takes to run a business."

Marketing students had the option of participating in the Work Co-op Program. Students could leave as early as nine o'clock, provided they go straight to their next job.

They were required to work an average of at least 15 hours a week. The students who participated in this program had all of the required credits to graduate.

Every year, marketing students take a marketing test, this year there were 10 students who placed in the top ranking and five students have qualified for state competition. Scott Maxfield, first place winner said, "The preparation for the marketing test wasn't very difficult. I had to study several test booklets, each containing 100 multiple choice questions. Each question dealt with one aspect of marketing. The answers to each question were given in the back of the book along with the explanation. This was a way of checking yourself."

by Laurie Meurer

"Students get a hands on feel of what it takes to run a business."

-Debby Gutzwiller