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CTE Frameworks - Marketing Equipment List

## Suggested Equipment List

### Classroom Technology and Instructional Tools

* Projector or Interactive Whiteboard
* Computers or Tablets, one per student
* Document Camera
* Printer/Scanner

### Software and Tools

* Microsoft Office Suite (Word, Excel, PowerPoint) or Google Workspace
* Canva or Adobe Spark
* Google Analytics
* Mailchimp or similar email marketing tool
* Survey Tools (e.g., Google Forms or SurveyMonkey)
* Hootsuite or Buffer – Check for free access
* Video Editing Software (iMovie or Canva video editor)
* HubSpot Academy

### Marketing Simulations Tools

* Simulations like Marketplace Live or Virtual Business
* Marketing Budgeting and Analytics Tools

### Digital Marketing Tools

* Website Builder Access (Wix, WordPress, or Google Sites)
* SEO Tools
* Google Ads & Facebook Ads (Check for age restrictions)

### Marketing Art Supplies

* Poster Board, Markers, and Art Supplies
* Branding and Product Mockup Kits
* Business Cards
* Brochure Printing Materials

### Additional Resources

* Marketing Research Tools (e.g., access to databases or publications like Google Trends, Statista)