

Arizona Department of Education

Career and Technical Education

Recommended Equipment List

Program: Marketing
CIP#: 52.1800.20

*NOTE: The following items and descriptions are the recommended equipment guidelines for each **CTE Marketing** program. Please note that this list of recommended items does not necessarily need to be supported financially by Federal Perkins or State Priority funding sources. In many cases, local school district funds are used to purchase items on a regular basis (i.e. furniture, consumables, etc.) Further, please understand that this is not an exhaustive list. Local program and business needs may necessitate the purchase of additional equipment and software resources, as may the rapidly-changing nature of the industry-specific technologies used in the program.*

*Please contact ADE-CTE Program Specialist for Business and Marketing Education & Communication Media Technologies,
 Elena Sobampo(Elena.Sobampo@azed.gov), if you have questions regarding the appropriateness of any item you are considering for addition to your **CTE Marketing** program.*

Recommended Equipment and Software

Item	Notes
Digital camera - Including all required components and accessories: memory cards, cables, rechargeable batteries, carrying case, etc.)	Point-and-shoot or DSLR; resolution of 12 megapixels or higher; able to capture HD video.
Locking storage cabinets	Should have enough capacity to safely store all program equipment and to allow for convenient access and equipment check-in/out.
File cabinet	5 drawer; lockable.
FOR PROGRAMS FEATURING A STUDENT STORE / SCHOOL-BASED ENTERPRISE	
Item	Notes
Large format printer	
Vinyl printing and cutting system	
Laminator	
Point of Sale (POS) system with scanner, receipt printer, cash drawer, and inventory/reporting system	
POS/case register stand, service counters, display fixtures and cases, display tables, merchandisers, shelving, refrigerated display cases, etc.	
Display props (mannequins, garment racks, slatwall/grid panel and accessories, etc.)	
Locking storage area or cabinet	
Signage, menus, etc.	