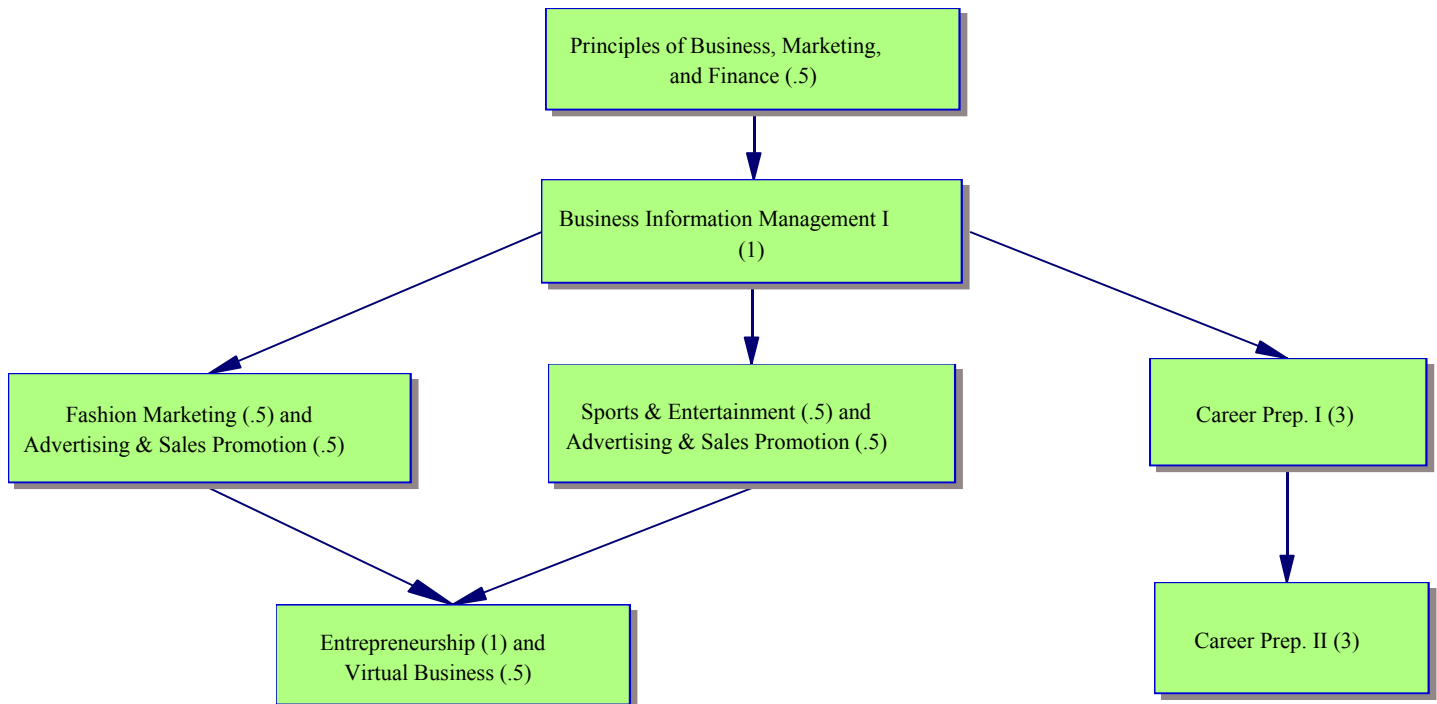




The Marketing, Sales, and Service industry includes planning, managing, and performing marketing activities to reach organizational objectives. Students will gain knowledge in the private enterprise system, the impact of global business, marketing of goods and services, advertising, and product pricing. The Marketing, Sales, and Service pathway allows students to participate and compete in DECA activities.

Suggested Four Year Plan

High School Plan	Grade	English/ Language Arts	Math	Science	Social Studies	Suggested Courses (* indicates graduation requirement)	Sample Occupations Relating to This Career Cluster
	9	English I	Algebra I	Biology	World Geography	Principles of Business, Marketing, & Finance Communication Applications* P.E. <u>or</u> Equivalent* Foreign Language I*	<ul style="list-style-type: none"> Sales Manager Merchandise Buyer and Procurement E-Sales Coordinator E-Commerce Designer Marketing Manager Purchasing Manager
	10	English II	Geometry	Chemistry	World History	Foreign Language II* Business Information Management I	
	11	English III	Algebra II or Math Models	Physics	U.S. History	Career Prep I <u>or</u> Advertising & Sales Promotion <u>and</u> Fashion Marketing <u>or</u> Sports & Entertainment	Extracurricular Activities <ul style="list-style-type: none"> DECA
	12	English IV	Algebra II (If Math Models in Grade 11) <u>or</u> Other State Approved Math Course	State Approved Science Course	U.S. Government and Economics	Career Prep II <u>or</u> Entrepreneurship / Virtual Business	



Career and Technical Education: Marketing Education

Course Name	Credits	Grade Levels	Prerequisites
Advertising and Sales	.5	9-12	Intro to Business <i>or</i> Principles of Business, Marketing and Finance <i>or</i> any .5 Marketing Education course
Entrepreneurship	1	10-12	Intro to Business <i>or</i> Principles of Business, Marketing and Finance <i>or</i> any .5 Marketing Education course
Fashion Marketing	.5	9-12	Intro to Business <i>or</i> Principles of Business, Marketing and Finance <i>or</i> any .5 Marketing Education course
Principles of Business, Marketing and Finance	.5	9-12	none
Sports & Entertainment	.5	9-12	Intro to Business <i>or</i> Principles of Business, Marketing and Finance <i>or</i> any .5 Marketing Education course
Career Preparation I/II Co-op	3	11-12	Specific Admission Requirements-Teacher Approval and Completion of Application Process

Advertising and Sales

PEIMS: 13034200

Grade Placement: 9-12

Prerequisite: Intro to Business *or* Principles of Business, Marketing and Finance *or* any .5 Marketing Education course

Credit: .5

In Advertising the students will discover the importance of marketing as well as the functions of marketing and the relationship of business and society. Students will study marketing research to determine effective selling techniques and integrate research results into advertising campaigns consisting of various advertising media. Through the use of technology, students will develop and present advertising campaigns.

Entrepreneurship

PEIMS: 13034400

Grade Placement: 10-12

Prerequisite: Intro to Business *or* Principles of Business, Marketing and Finance *or* any .5 Marketing Education course

Credit: 1

Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, using research, and promoting the business.

Fashion Marketing

PEIMS: 13034300

Grade Placement: 9-12

Prerequisite: Intro to Business *or* Principles of Business, Marketing and Finance *or* any .5 Marketing Education course

Credit: .5

This course is designed to provide students with the knowledge of functions in the fashion industry. Students will gain a working knowledge of promotion, textiles, merchandising, selling, visual merchandising, and career opportunities.

Sports and Entertainment

PEIMS: 13034600

Grade Placement: 10-12

Prerequisite: Intro to Business *or* Principles of Business, Marketing and Finance *or* any .5 Marketing Education course

Credit: .5

This course will cover basic marketing, target marketing, and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans.

Principles of Business, Marketing and Finance**PEIMS:** 13011200**Grade Placement:** 9-12**Prerequisite:** None**Credit:** .5

An introductory course where students will gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles.

Career Preparation I**PEIMS:** 12701300**Grade Placement:** 11-12**Prerequisite:** Approval and Completion of Application Process**Career Preparation II****PEIMS:** 12701400**Grade Placement:** 12**Prerequisite:** Career Prep I or DCP 1, Application Process**Credit:** 3

This course is a work-based instructional arrangement, which develops essential knowledge and skills through classroom, technical knowledge and on-the-job internships in any approved career-tech specific training area. Internship placement must be teacher approved and fall within the guidelines and requirements in order for students to qualify for enrollment in this program.