



Business Marketing Pathway

Develop the skills needed to plan, manage, and start a business in today's competitive global market.

RECOMMENDED COURSE SEQUENCE

1 Principles of Business Marketing and Finance (1 credit) (9th Grade)
Explore economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Analyze the sales process and financial management principles.



2 Sports and Entertainment (1/2 credit) (10th Grade)
Utilize fundamental marketing concepts to develop critical thinking skills through real-world application in preparation for pursuit of a sports management degree.

Advertising (1/2 credit) (10th Grade)

A comprehensive introduction to the principles and practices of advertising. Explore the social, ethical, and legal issues of advertising when promoting products or services through media communication tools.

OR

2 Business Information Management 1 (1 credit) (10th Grade)
Develop technology skills with applications to personal or business situations focusing on word processing, spreadsheets, data bases, telecommunication, desktop publishing, presentation management, networking, operating systems, and emerging technologies.



3 Entrepreneurship 1 (1 credit) (11th Grade)
Plan and launch your own business by studying the characteristics of successful entrepreneurs, exploring self-employment opportunities and basic economic concepts related to small businesses. Develop a business plan, mission and vision, attract investors, and market your company in real-world experiences.



4 Business Management* (1 credit) (12th Grade)
Analyze the primary functions of management and leadership including planning, organizing, staffing, directing, or leading a company. Expand on business plans developed in the Entrepreneurship course to begin collaborating with vested stakeholders to launch your own business using the financial, economic, and technology concepts learned in previous business coursework.

For more information about CTE Course requirements, view our EMS ISD Course Description Handbook.

Indicates a TEA approved Advanced CTE Course

