

MARKETING, SALES AND SERVICE

Principles of Business, Marketing and Finance

Prerequisite: Grades: 9-10

Credit: One (state)

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance. .

Advertising

Prerequisite: A. Grades: 10-11

Credit: One-half (state)

B. Principles of Business, Marketing, and Finance.

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

Fashion Marketing

Prerequisite: A. Grades: 10-11

Credit: One-half (state)

B. Principles of Business, Marketing, and Finance

Fashion Marketing is designed to provide students with the knowledge of the various business functions in the fashion industry.

This class provides students with a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.

Sports and Entertainment Marketing

Prerequisite: A. Grades: 10-12

Credit: One-half (state)

B. Principles of Business, Marketing, and Finance

Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

Social Media Marketing

Prerequisite: A. Grades: 11-12

Credit: One-half (state)

B. Principles of Business, Marketing, and Finance plus two other courses from the Marketing Cluster.

C. List Driven – Limited Enrollment.

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools into their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

Entrepreneurship

Prerequisite: A. Grades: 11-12

Credit: One (state)

B. Principles of Business, Marketing, and Finance

In Entrepreneurship, 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, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

Advanced Marketing

Prerequisite: A. Grades: 11-12 (List Driven – Limited Enrollment)

Credit: Two (state)

B. One full credit from the courses in the Marketing Career Cluster.

C. Recommended prerequisite: Practicum in Marketing

In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

Practicum in Marketing

Prerequisite: A. Grades: 11-12 (List Driven – Limited Enrollment)

Credit: Two (state)

B. Principles of Business, Marketing, and Finance

Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing. The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Marketing Career Cluster.

Extended Practicum in Marketing

Prerequisite: A. Grades: 11-12 (List Driven – Limited Enrollment)

Credit: One (state)

B. Principles of Business, Marketing, and Finance

The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Marketing Career Cluster. This course IS taken concurrently with Practicum in Marketing.