



Level 1 Principles of Business, Marketing & Finance

Level 2 Fashion Marketing
Sports & Entertainment Marketing
Virtual Business

Level 3 Social Media Marketing
Advertising
Retail Management

Level 4 Advanced Marketing **
Practicum in Marketing **
Extended Career Preparation I**

Successful completion of a **Program of Study** will fulfill requirements of earning an **Endorsement**.

* District Technology Credit **List Driven Course
***Also offered non Dual Credit

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Everfi	Certified Product Manager	Marketing/Marketing Management, General	Marketing/Marketing Management, General	Marketing
	DMA Certified Marketing Professional	Consumer Merchandising /Retailing Management	Business Administration	Business Administration
	Certified Salesperson	International Marketing	Applied Economics	Applied Economics
	Real Estate Appraiser	Business	Marketing Research	Advertising

The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	WBL Activities:
Business Professionals of America (BPA) Future Business Leaders of America (FBLA) DECA	Internship with local marketing firm; shadow a real estate agent; operate a school store on campus



Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

COURSE INFORMATION

COURSE NAME	LOCAL COURSE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
Principles of Business, Marketing, and Finance	12080 (1 credit)	None	9-10
Fashion Marketing	12103 (.5 credit)	None	10-11
Sports and Entertainment Marketing	12101 (.5 credit)	None	10-11
Virtual Business	12087(.5 credit)	None	10-11
Social Media Marketing	12102 (.5 credit)	PREQ: One course from this POS.	11-12
Advertising	12100 (.5 credit)	PREQ: One course from this POS.	11-12
Retail Management	12107 (1 credit)	PREQ: One credit from the courses in this POS.	11-12
Advanced Marketing **	12108 (2 credits)	PREQ: One credit from the courses in this POS.	11-12
Practicum in Marketing **	12105 (2 credits)	PREQ: A sequence of courses from this POS.	11-12
Extended Career Preparation I **	12255 (3 credits)	PREQ: A sequence of courses from this POS.	11-12

* District Technology Credit **List Driven Course

Recommended Technology Credit = Business Information Management I

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,
PLEASE CONTACT:



CTE Program Managers

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Alief ISD does not discriminate on the basis of race, color national origin, handicap or sex. The Alief ISD Career and Technology Education program operates in accordance with the provision in Titles VI, VII and IX and section 504 of the Department of Health, Education and Welfare. Alief ISD program admission procedures, facilities and graduation requirements are designed to eliminate discrimination. Alief ISD will take steps to ensure that lack of English language skills will be not a barrier to admission and participation in all programs, including Career and Technology Education.

Endorsement: Business & Industry

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