

# CTE - CIP Course Details Catalog

## Cluster: Marketing

### CIP: 52.1501 - Real Estate

Status: Open Start Year: 2022 End Year:

#### Group 1 - Orientation Courses: Exploratory coursework, could be offered at the secondary level or prior-to-secondary in 7th or 8th grade.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12001A001	Business and Technology Concepts	1.00	2022	
12007A001	Recordkeeping	1.00	2022	
22151A001	Career Exploration	1.00	2022	

#### Group 2 - Introductory Courses: Introductory coursework for the program of study.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
10004A001	Computer Concepts and Software Applications	1.00	2022	
12051A001	Introductory Business	1.00	2022	
12167A001	Product-Oriented Marketing	3.00	2022	
12167A002	Service-Oriented Marketing	3.00	2022	
12202A001	Principles of Selling	3.00	2022	

#### Group 3 - Skills Courses: More in-depth courses for program concentrators.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12154A001	Real Estate	3.00	2022	

#### Group 4 - Advanced Courses: More advanced courses for learners completing a program of study to allow for specialization.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12162A001	Social Media Marketing	1.00	2022	
12054A001	Business Law	3.00	2022	
12060A001	Business Ethics	3.00	2022	
12105A001	Business Economics	3.00	2022	

#### Group 5 - Workplace Experience: Similar model to the existing Cooperative Education coursework that is designed to give students relevant work experience

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12198A002	Marketing Cluster Workplace Experience	3.00	2022	
12198A001	Marketing Workplace Experience	3.00	2022	

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### Course Descriptions

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**State Course ID:** 12001A001      **Course Title:** **Business and Technology Concepts**

This orientation-level course will provide an overview of all aspects of business marketing and management, including the concepts, functions, and skills required for meeting the challenges of operating a business in a global economy. Topics covered will include the various forms of business ownership, including entrepreneurship, as well as the basic functional areas of business (finance, management, marketing, administration and production). Students will be introduced to a wide range of careers in fields such as accounting, financial services, information technology, marketing, and management. Emphasis will be placed on using the computer while studying applications in these careers along with communication skills (thinking, listening, composing, revising, editing, and speaking), math and problem solving. Business ethics as well as other workplace skills will be taught and integrated within this course. This course is not intended to meet the consumer education requirement, but rather to provide preparation for the skill level courses that make up the Business, Marketing and Management occupations programs.

**State Course ID:** 12007A001      **Course Title:** **Recordkeeping**

Develops understanding of and skill in maintaining accurate records; includes skills used in everyday business activities both for personal and professional use ; provides an opportunity to develop skills related to personal financial management as well as budgeting, financial planning, cashier's records, handling of money , and tasks common to simple office practices.

**State Course ID:** 22151A001      **Course Title:** **Career Exploration**

Career Exploration courses help students identify and evaluate personal goals, priorities, aptitudes, and interests with the goal of helping them make informed decisions about their careers. These courses expose students to various sources of information on career and training options and may also assist them in developing job search and employability skills.

**State Course ID:** 10004A001      **Course Title:** **Computer Concepts and Software Applications**

Computer Concepts and Software Applications is an orientation-level course designed to develop awareness and understanding of application software and equipment used by employees to perform tasks in business, marketing and management. Students will apply problem-solving skills to hands-on, real-life situations using a variety of software applications, such as word processing, spreadsheets, database management, presentation software, and desktop publishing. Students will explore topics related to computer concepts, operating systems, telecommunications and emerging technologies. The development of employability skills, as well as transition skills, will be included in the course as well as an understanding of the ethical considerations that arise in using information processing equipment and gaining access to available databases.

**State Course ID:** 12051A001      **Course Title:** **Introductory Business**

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.

**State Course ID:** 12167A001      **Course Title:** **Product-Oriented Marketing**

Product-Oriented Marketing courses offer students insight into the processes affecting the flow of goods and services from the producer to the consumer. Course content ranges considerably as general marketing principles such as purchasing, distribution, and sales are covered; however, a major emphasis is often placed on kinds of markets; market identification; product planning, packaging, and pricing; and business management.

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**State Course ID:** 12167A002      **Course Title:** Service-Oriented Marketing

This course explores the basic principles of marketing such as the creation of concepts, strategies, and the development of marketing plans. Students learn about the components of the marketing mix, target marketing, sponsorship, event marketing, promotions, proposals, and execution of planning. This course emphasizes strong decision -making, critical thinking, and collaborative skills to complete group marketing projects throughout the semester. Students will be challenged to create new marketing ideas as they analyze current marketing trends. Students will also explore the legal aspects of these industries. Real life projects allow students to demonstrate their understanding of these areas. This course will examine the impact of marketing in our everyday lives, as well as teach many critical business concepts to ready students for a career in the area of marketing.

**State Course ID:** 12202A001      **Course Title:** Principles of Selling

Principles of Selling courses provide students with the knowledge and opportunity to develop in-depth sales competencies. Course content typically includes types of selling, steps in a sale, sales strategies, and interpersonal skills and techniques.

**State Course ID:** 12154A001      **Course Title:** Real Estate

Real Estate courses are designed to prepare students for a career in real estate and for the licensing exam. In compliance with Section 5-27(a)(5) of the Real Estate License Act of 2000, the course must include 75 hours of instruction in real estate including at least 15 hours of situational and case studies presented in the classroom or by live, interactive webinar or online distance education. Topics should include principles of real property law, interests, and forms of ownership; contract agreements; taxes; property management, financing; appraisal; licensing requirements and structure; agency law; legal issues in real estate brokerage; required disclosures; brokerage agreement facts and practices; comparative market analysis; and any additional content as defined by the IDFPR. Content must be taught by an IDFPR-approved real estate education provider and instructor.

**State Course ID:** 12162A001      **Course Title:** Social Media Marketing

Social Media Marketing courses address social media as a marketing tool and emphasize social media tools, social media messages, and search engine optimization. Topics may include, but are not limited to, marketing information management (including marketing research), market planning, channel management, sales, promotion, product/service management, and pricing.

**State Course ID:** 12054A001      **Course Title:** Business Law

Introduces law and the origins and necessity of the legal system; provides insight into the evolution and development of laws that govern business in our society ; develops an understanding of how organization and operation of the legal system impact business; develops an understanding of rights and duties within the business environment; and includes contractual responsibility, protection of individual rights in legal relationships relative to warranties, product liability, secured and unsecured debts, negotiable instruments, agencies, employer-employee relations, property ownership and transfer, landlord and tenant, wills and estates, community property, social security, and taxation.

**State Course ID:** 12060A001      **Course Title:** Business Ethics

Business Ethics courses focus on the study of ethical principles and the application of those principles to situations relevant to decision-making in the professional and business worlds.

**State Course ID:** 12105A001      **Course Title:** Business Economics

Business Economics courses integrate economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

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**State Course ID:** 12198A002      **Course Title:** Marketing Cluster Workplace Experience

Marketing Workplace Experience courses provide work experience in fields related to the Marketing cluster. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.

**State Course ID:** 12198A001      **Course Title:** Marketing Workplace Experience

Marketing Workplace Experience courses provide students with work experience in fields related to marketing. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.