

Marketing Career Program



This career program is focused on planning, managing and performing marketing activities to reach organizational objectives. All career and technical education programs provide students opportunities for practical application of academic concepts. The Strengthening Career and Technical Education for the 21st Century Act (Perkins V) emphasizes student achievement in science, English language arts, and mathematics. To assist local education agencies in selecting courses best suited for this purpose, specific CTE courses with emphasis on these subjects are highlighted below. Courses best suited for science applications are shown in yellow, mathematics are shown in blue, and English language arts are shown in orange. Local boards of education may allow CTE courses to be substituted for graduation requirements. Refer to [105 Illinois Compiled Statutes 5/27-22](#) and [105 ILCS 5/27-22.05](#) for more information.

Science Applications

Math Applications

ELA Applications

CAREER CLUSTER	Marketing	Marketing
CIP	52.1401	52.1501
TEACHER LICENSURE ENDORSEMENT	PEL with BMC PEL with BMCP ELS with MARK	ELS with REAL
PATHWAY	Marketing	Real Estate
	GROUP 1: ORIENTATION COURSES	
ORIENTATION COURSES	Career Exploration 22151A001	Career Exploration 22151A001
	Business & Technology Concepts 12001A001	Business & Technology Concepts 12001A001
	Recordkeeping 12007A001	Recordkeeping 12007A001
	GROUP 2: INTRODUCTORY COURSES	
INTRODUCTORY COURSES	Introductory Business 12051A001	Introductory Business 12051A001
	Computer Concepts and Software Applications 10004A001	Computer Concepts and Software Applications 10004A001
	Product-Oriented Marketing 12167A001	Product-Oriented Marketing 12167A001
	Service-Oriented Marketing 12167A002	Service-Oriented Marketing 12167A002
	Principles of Selling 12202A001	Principles of Selling 12202A001
	GROUP 3: SKILLS COURSE	
	Advanced Marketing 12152A001	Real Estate 12154A001

Marketing Career Program (2024-2025)

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CIP	52.1401	52.1501
	GROUP 4: ADVANCED COURSES	
ADVANCED COURSES	Hospitality & Tourism Marketing 12159A001	Social Media Marketing 12169A001
	Social Media Marketing 12169A001	Business Law 12054A001
	Sports and Entertainment Marketing 12163A001	Business Economics 12105A001
	International Business and Marketing 12056A001	Business Ethics 12060A001
WORKPLACE EXPERIENCE	Marketing Cluster Workplace Experience 12198A002	
	Marketing Workplace Experience 12198A001	Real Estate Workplace Experience 12198A003
	Secondary Transitional Experience Program (CTE) 22151A003	Secondary Transitional Experience Program (CTE) 22151A003
<p>A quality CTE program delivers all required elements of Illinois' definition of Size, Scope, Quality. CTE program elements include: a sequence of courses, each educational entity offering approved courses provides assurance that the course content includes at a minimum the State course description, meets the State's minimum requirements for course offerings by program, curriculum aligned to state recognized learning standards & industry standards, career pathway guidance, resources to support program/course delivery (licensed & qualified staff, appropriate facilities, adequate equipment, instructional materials, work-based learning experiences, special populations support services, an active affiliated CTSO chapter), articulation/dual credit agreements, documentation of state agency certification or licensing requirements for occupations regulated by law or licensure, & content which prepare students for reflective of current labor & opportunity for workplace experience or a structured capstone course. Orientation courses are suggested to be taught at the prior-to-secondary or 9th grade levels. Introductory level courses are suggested to be taught at the 9th-11th grade level. Skill level courses are suggested to be taught at the 10th – 12th grade levels. Workplace Experiences Courses are suggested to be taught at the 12th grade level.</p>		

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Group	State Course Code	State Course Title	State Course Description
Group 1	22151A001	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.
Group 1	12001A001	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.
Group 1	12007A001	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.
Group 2	12051A001	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.
Group 2	10004A001	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.
Group 2	12167A001	Product-Oriented Marketing	Principles of 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.
Group 2	12167A002	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.

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Group 2	12202A001	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, pricing, and interpersonal skills and techniques.
Group 3	12152A001	Advanced Marketing	Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.
Group 3	12154A001	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.
Group 4	12159A001	Hospitality & Tourism Marketing	Marketing—Hospitality/Tourism courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the travel, tourism, and lodging industry. In keeping with the focus on this field, topics include the unique characteristics and functions of travel services and hotel/motel operations.
Group 4	12169A001	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.
Group 4	12163A001	Sports and Entertainment Marketing	Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.
Group 4	12056A001	International Business and Marketing	International Business and Marketing courses examine business management and administration in a global economy. Topics covered in this course typically include the principles and processes of export sales, trade controls, foreign operations and related problems, monetary issues, international business and policy, and applications of doing business in specific countries and markets.
Group 4	12054A001	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.
Group 4	12105A001	Business Economics	Business Economics courses integrate economic principles (such as free market economy, consumerism, and the role of the U.S. government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).
Group 4	12060A001	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.

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Group 5	12198A002	Marketing 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.
Group 5	12198A001	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.
Group 5	12198A003	Real Estate Workplace Experience	Real Estate Workplace Experience Courses provide students with work experience in fields related to real estate. 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.
Group 5	22151A003	Secondary Transitional Experience Program (CTE)	This course code should be used for students participating in a STEP program that are also participating in assigned Career and Technical Education (CTE) courses. If the STEP program is not connected to a CTE program, the code 22151A002 should be used instead. STEP is a program approved by ISBE and provided by the DHS Division of Rehabilitation Services (DHS/DRS) that helps schools provide mandated transition services. These courses provide a built-in linkage to DHS/DRS, an agency that can assist students with disabilities with their post-school employment and career development goals. The program provides work experiences that coincide with post-secondary employment goals that could include paid employment or internships. This allows students to gain school credit towards graduation, while gaining hands-on work experience, with as-needed support services. The program also promotes the provision of the following Pre-employment Transition Services (per WIOA - the Workforce Innovation and Improvement Act): a. Job Exploration Counseling, b. Workplace Readiness Training, c. Counseling on Post-Secondary Education, d. Instruction in Self-Advocacy, and e. Work-Based Learning Experiences. Participation in the Secondary Transition Experience Program may include classroom activities as well, involving further study of the Pre-Employment Transition Services topics. Thus, STEP can be offered in combination with miscellaneous vocational courses such as: 22151A000 Career Exploration, and 22152A000 - Employability Skills.

