

CTE - CIP Course Details Catalog

Cluster: Marketing

CIP: 52.1401 - Marketing/Marketing Management, General.

Status: Open Start Year: 2021 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
22151A001	Career Exploration	1.00	2021	
12001A001	Business and Technology Concepts	1.00	2021	
12007A001	Recordkeeping	1.00	2021	

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	2021	
12202A001	Principles of Selling	3.00	2022	
12051A001	Introductory Business	1.00	2021	
12167A001	Product-Oriented Marketing	3.00	2021	
12167A002	Service-Oriented Marketing	3.00	2021	

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

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12152A001	Advanced Marketing	3.00	2021	

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
12159A001	Hospitality & Tourism Marketing	3.00	2021	
12162A001	Social Media Marketing	1.00	2021	
12163A001	Sports and Entertainment Marketing	3.00	2021	
12056A001	International Business and Marketing	3.00	2021	

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
12198A001	Marketing Workplace Experience	3.00	2021	
12198A002	Marketing Cluster Workplace Experience	3.00	2022	

CTE - CIP Course Details Catalog

Cluster: Marketing

Course Descriptions

CIP: 52.1401 - Marketing/Marketing Management, General.

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: 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: 10008A001 **Course Title:** Digital Literacy

This foundation-level course prepares students to use technology in a proficient and responsible manner in school, in the workforce, and in everyday life. The course contains skills for working in an Internet or networked environment and the knowledge of what it means to be a good digital citizen and the ability to use technology responsibly. Topics include the benefits and risks of sharing information online, and the possible consequences of inappropriate sharing (oversharing). Students explore the legal and ethical dimensions of respecting creative work. Technology use is a vital employability skill for entry-level and upper-level management positions. Students may be provided with the opportunity to seek industry-recognized digital literacy certifications.

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: 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.

CTE - CIP Course Details Catalog

Cluster: Marketing

Course Descriptions

CIP: 52.1401 - Marketing/Marketing Management, General.

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.

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: 12152A001 **Course Title:** **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.

State Course ID: 12159A001 **Course Title:** **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.

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: 12163A001 **Course Title:** **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.

State Course ID: 12056A001 **Course Title:** **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.

CTE - CIP Course Details Catalog

Cluster: Marketing

Course Descriptions

CIP: 52.1401 - Marketing/Marketing Management, General.

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.

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: 22153A001 **Course Title:** Cooperative Education

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.