



The following programs of study are available within the Marketing, Sales and Service cluster.

- Buying and Merchandising
- Distribution and Logistics
- E-Marketing
- Marketing Communications and Promotion
- Marketing Information Management and Research
- Management and Entrepreneurship
- Professional Sales and Marketing

9166CT

Formerly Intro to Business, Bus. Mgmt, Bus. Ownership, Recordkeeping

Principles of Business, Marketing, and Finance

- ⇒ ***Grade Placement 9-11***
- ⇒ ***Credit 1/2 Unit***
- ⇒ ***Prerequisite None***

Students will participate in activities which focus on business ownership, business and personal finance, global economies, business operations and advertising. The course allows students to be involved with a variety of activities such as running a business, evaluating leadership styles, problem solving, business setting, marketing, and finance.

9588CT

Sports and Entertainment Marketing

- ⇒ *Grade Placement 10-12*
- ⇒ *Credit 1/2 Unit*
- ⇒ *Prerequisite None*

This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports, sporting events and entertainment. Students investigate basic marketing, licensing, target marketing, sponsorship, event marketing, promotions, and implementation of sports and entertainment marketing campaigns. This course will also provide an opportunity to develop various marketing and business plans, evaluation and management tools, sponsorship proposals and endorsement contracts.

9590CT

Fashion Marketing

- ⇒ *Grade Placement 10-12*
- ⇒ *Credit 1/2 Unit*
- ⇒ *Prerequisite None*

This course is designed to provide students with knowledge of the various business functions in the fashion industry. Students will explain the importance of fashion; demonstrate knowledge of fashion history and how it relates to today's fashion, along with distinguishing among terms used in the industry. Students will gain a working knowledge of promotion, textiles, merchandising, pricing, selling, visual merchandising, and career opportunities in the fashion industry.

9592CT

Formerly Retailing

Retailing and E-Tailing

- ⇒ *Grade Placement 9-12*
- ⇒ *Credit 1/2 Unit*
- ⇒ *Prerequisite None*

Students will focus on the retail phase of marketing and career planning, credit, merchandising math, control and planning, retail safety and security, selling, entrepreneurship and promotion. Students will have the opportunity to develop skills that involve electronic media techniques necessary for a business to compete in a global economy.

9595CT

New Course

Advertising and Sales Promotion

- ⇒ *Grade Placement 10-12*
- ⇒ *Credit 1/2 Unit*
- ⇒ *Prerequisite None*

This course is designed to be a comprehensive introduction to advertising. Students will learn techniques used in current advertising, including print, broadcast, and digital media. Students will explore the social, ethical, and legal issues of advertising, historical influences, strategies, and media decision process. The course provides an overview of how communication tools can be used to reach target audiences and why we buy what we buy.

9594CT

Entrepreneurship

- ⇒ *Grade Placement 11-12*
- ⇒ *Credit 1 Unit*
- ⇒ *Prerequisite None*

Students will gain the knowledge and skills needed to become an entrepreneur. A 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 strategy to organize and promote the business and its products and/or services. **Advanced Technical Credit and Tech Prep college credit are available through community colleges in Texas.**

9596CT-3 hr; 9597CT-2 hr

Formerly Marketing Dynamics Career Preparation I

Marketing Dynamics (Career Preparation)

- ⇒ *Grade Placement 11-12*
- ⇒ *Credit 2-3 Units*
- ⇒ *Prerequisite 16 years of age and Approval Process*

Students gain knowledge and skills to help them 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 seek employment in marketing occupational areas related to apparel and accessories, banking, food marketing, automotive retailing, general merchandising, retailing, promotion, international marketing, travel and tourism, wholesaling/warehousing, and personal services marketing. Classroom activities will correlate with work-based experiences. Students are responsible for their own transportation to their training stations. **Advanced Technical Credit and Tech Prep college credit are available through community colleges in Texas.**

9598CT-3 hr; 9599CT-2 hr

Formerly Marketing Management Career Preparation II

Practicum in Marketing Dynamics (Career Preparation II)

- ⇒ *Grade Placement 12*
- ⇒ *Credit 2-3 Units*
- ⇒ *Prerequisite Marketing Dynamics, 16 years of age and Approval Process*

Students gain knowledge and skills to help them 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 seek employment in marketing occupational areas related to apparel and accessories, banking, food marketing, automotive retailing, general merchandising, retailing, promotion, international marketing, travel and tourism, wholesaling/warehousing, and personal services marketing. Classroom activities will correlate with work-based experiences. Students are responsible for their own transportation to their training stations.