



Principles of Business, Marketing, and Finance	CHS9
Sports & Entertainment Marketing	CHS
*Social Media Marketing	CHS
*Practicum in Marketing I (INCubator)	CHS
*Statistics and Business Decision Making	CHS
*Practicum in Marketing II (INCubator)	CHS
*Extended Practicum in Marketing I (ACCElerator)	CHS

***Advanced Courses**

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert - Excel	Certified Product Manager	Marketing/Marketing Management, General		Marketing
Microsoft Office Specialist or Expert - Word	DMA Certified Marketing Professional	Consumer Merchandising/Retailing Management	Business Administration	
Google Analytics Individual Qualification	Certified Salesperson	International Marketing	Applied Economics	
Entrepreneurship & Small Business	Real Estate Appraiser	Business	Marketing Research	Advertising

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%
Management Analysts	\$87,651	4,706	32%
Wholesale and Retail Buyers	\$51,106	1,299	19%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%

Additional industry based certification information is available from the TEA CTE website.

For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities: DECA; National Technical Honors Society (NTHS)	Work Based Learning Activities: Obtain Industry based certification.
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The Marketing and Sales program of study teaches CTE concentrators 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.



Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement.

Approved Statewide Program of Study - September 2019



COURSE INFORMATION

Principles of Business, Marketing, and Finance

7007Y (7007 A and B)

Grades: 9

Level: 2

Credit: 1 (+.5 Professional Communications Credit)

Prerequisites: None

CTSO Membership opportunity: DECA- Marketing Education Students Association - \$25

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Sports & Entertainment Marketing

7018

Grades: 10-12

Level: 2

Credit: 0.5

Prerequisites: None

Recommended prerequisites: Principles of Business, Marketing, and Finance

Recommend taking Social Media Marketing in the opposite semester

CTSO Membership opportunity: DECA- Marketing Education Students Association - \$25

This project based course will help learners develop a thorough understanding of the marketing concepts and theories that apply to sports and entertainment events. This course encompasses the following topics: basic marketing strategies, target marketing and segmentation sponsorship, event marketing promotion planning and implementation of sports marketing plans, and event evaluation and management techniques. Learners will also develop and fine tune their presentation and communication skills as they work on special projects with local sports and entertainment organizations. Learners have the opportunity to network with sports industry professionals through special field trips and sports career days. Learners are encouraged to develop important leadership skills through DECA, an association of marketing learners.

Social Media Marketing

7019

Grades: 10-12

Level: 2

Credit: 0.5

Prerequisite: None

Recommended prerequisites: Principles of Business, Marketing, and Finance

Recommend taking Sports & Entertainment Marketing in the opposite semester

CTSO Membership opportunity: DECA- Marketing Education Students Association - \$25

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

Practicum in Marketing I (INCubator)

7013Y (7013 A and B)

Grades: 11-12

Level: 3

Credit: 2 (1 period plus 4 hours outside of the school day per week)

(This course is a prerequisite for Extended Practicum in Marketing)

PROGRAM QUALIFICATION FORM & PATHWAY TEAM APPROVAL REQUIRED FOR ALL SENIOR LEVEL / PRACTICUM COURSES

Prerequisite: At least 2 Pathway courses

Certification Possibility & Required Fees: OSHA- General Business (\$25)

CTSO Membership opportunity: DECA- Marketing Education Students Association- \$25 Dues

Must be able to provide transportation for off campus Practicum Experiences.

Practicum in Marketing, INCubator, is a series of dynamic activities that focus on the customer to generate a profitable exchange. INCubator is a dynamic program that teaches entrepreneurship through experiential learning. Supported by teachers and volunteers, students are empowered through a rigorous, authentic entrepreneurship experience. Engage your students, engage your community with INCubator. Students will gain knowledge and skills that help them to 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 integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is an unpaid experience for students participating in a coherent sequence of career and technical courses in marketing. Students may take this course for two years with teacher approval and new business pitches.

There is no level-down option for this course.

COURSE INFORMATION

Practicum in Marketing II (INCubator)

7015Y (7015 A and B)

Grades: 11-12

Level: 3

Credit: 2 (1 period plus 4 hours outside of the school day per week)

(This course is a prerequisite for Extended Practicum in Marketing)

PROGRAM QUALIFICATION FORM & PATHWAY TEAM APPROVAL REQUIRED FOR ALL SENIOR LEVEL / PRACTICUM COURSES

Prerequisite: Practicum in Marketing I (INCubator)

Certification Possibility & Required Fees: Entrepreneurship and Small Business (\$25)

CTSO Membership opportunity: DECA- Marketing Education Students Association- \$25 Dues

Must be able to provide transportation for off campus Practicum Experiences.

Practicum in Marketing, INCubatoredu, is a series of dynamic activities that focus on the customer to generate a profitable exchange. INCubatoredu is a dynamic program that teaches entrepreneurship through experiential learning. Supported by teachers and volunteers, students are empowered through a rigorous, authentic entrepreneurship experience. Engage your students, engage your community with INCubatoredu. Students will gain knowledge and skills that help them to 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 integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is an unpaid experience for students participating in a coherent sequence of career and technical courses in marketing. Students may take this course for two years with teacher approval and new business pitches.

There is no level-down option for this course.

Extended Practicum in Marketing I (ACCElerator)

7014Y (7014 A and B)

Grades: 12

Level: 3

Credit: 3 (2 periods)

(A MINIMUM OF 5 HOURS PER WEEK OUTSIDE OF THE SCHOOL DAY)

PROGRAM QUALIFICATION FORM & PATHWAY TEAM APPROVAL REQUIRED FOR ALL SENIOR LEVEL / PRACTICUM COURSES

Prerequisite: Practicum in Marketing, Monetization- Funding support for business

Certification Possibility & Required Fees: Entrepreneurship & Small Business (\$25)

CTSO Membership opportunity: DECA- Marketing Education Students Association- \$25 Dues

Must be able to provide your own transportation for off campus Practicum Experiences.

Teams who successfully complete INCubator, Practicum in Marketing, and their businesses are funded, may apply for this course. In the business world, entrepreneurs who have seed funding often join accelerators to bring traction to their new business faster. Our student ACCElerator program is inspired by tools entrepreneurs and accelerators use to take their businesses to the next level. Extended Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. The practicum course is an unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.

There is no level-down option for this course.

Statistics and Business Decision Making

2452Y (2452 A and B)

Grades: 11-12

Level: 2

Credit: 1

Prerequisite: Algebra II

Certification Possibility & Required Fees: GAIQ- Google Analytics Individual Qualification (\$0- no fee)

CTSO Membership opportunity: BPA- Business Professionals of America- \$25 Dues

Statistics and Business Decision Making is an introduction to statistics and the application of statistics to business decision making. Students will use statistics to make business decisions. Students will determine the appropriateness of the methods used to collect data to ensure conclusions are valid.

Note: This CTE course satisfies a math credit requirement for students on the Foundation High School Program. Business Statistics & Decision Making may count as a fourth year math for graduation for learners who also have credit for Algebra I, Geometry, and Algebra II.

Coppell ISD offers career and technical education programs in Business, Marketing, Arts, AV Tech & Communications, Engineering, Computer Science and Health Science. Admission to these programs is based on grade level and prerequisites met.

It is the policy of Coppell ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

It is the policy of Coppell ISD not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended.

Coppell ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs.

For information about your rights or grievance procedures, contact the Title IX Coordinator, at 200 S. Denton Tap Rd.; Coppell, Texas 75019, 214-496-6000, and/or the Section 504 Coordinator, at 268 Southwestern Blvd; Coppell, Texas 75019, 214-496-6938.

El Distrito Escolar Independiente (Independent School District, ISD) de Coppell ofrece programas de educación técnica o profesional en las áreas de comercio, mercadeo, artes, tecnología y comunicación audiovisual, ingeniería, informática y ciencias de la salud. La admisión a estos programas se basa en el nivel de estudios y el cumplimiento de los requisitos.

Es política del ISD de Coppell no discriminar en sus programas vocacionales, servicios o actividades en función de la raza, color, origen nacional, sexo o discapacidad, tal como lo exigen el Título VI de la Ley de Derechos Civiles de 1964, enmendada, el Título IX de las Enmiendas Educativas de 1972 y la Sección 504 de la Ley de Rehabilitación de 1973, enmendada.

Es política del ISD de Copell no discriminar en sus prácticas laborales en función de la raza, color, origen nacional, sexo, edad o discapacidad, tal como lo exigen el Título VI de la Ley de Derechos Civiles de 1964, enmendada, el Título IX de las Enmiendas Educativas de 1972, la Ley de Discriminación por Edad de 1975, enmendada, y la Sección 504 de la Ley de Rehabilitación de 1973, enmendada.

El ISD de Coppell tomará medidas para garantizar que la falta de conocimientos del idioma inglés no sea un impedimento en la admisión y la participación en todos los programas educativos y vocacionales

Para obtener información sobre sus derechos o procedimientos de quejas, contacte al Coordinador del Título IX, ubicado en 200 S. Denton Tap Rd.; Coppell, Texas 75019, a través del teléfono 214-496-6000; o a la Coordinadora de la Sección 504, ubicada en 268 Southwestern Blvd; Coppell, Texas 75019, a través del teléfono 214-496-6938.