

NEW TECH HIGH @ COPPELL RECOMMENDED SEQUENCE OF COURSES



Principles of Business, Marketing, and Finance

Sports and Entertainment Marketing AND
* Social Media Marketing

* Retail Management:
Semester 1- Supervision
Semester 2- Principles of Management

* Statistics and Business Decision Making

*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.

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: 9-12

Level: 2

Credit: 1

Prerequisite: None

CTSO Membership Opportunity: DECA - Marketing Education Student Association- \$25 Dues

This course is an introductory course for careers in Principles of Business, Marketing, and Finance. Students gain knowledge and skills in economies and private enterprise systems, the impact of global business, 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. Learners are encouraged to learn important leadership skills through membership in DECA, an association of marketing learners.

Sports and Entertainment Marketing and Social Media

Average pass rule DOES NOT apply

7018Y (7018 A and B)

Grades: 10-12

Level: 3

Credit: 1

(0.5 credit for Sport & Ent Marketing and 0.5 credit for Social Media)

Prerequisite: Principles of Business, Marketing, and Finance

CTSO Membership Opportunity: DECA - Marketing Education Student Association- \$25 Dues

Sport & Entertainment Marketing is a project based course that 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, sponsorship proposals, distribution of entertainment, development 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.

Social Media is designed for the student that is interested in the following industries: fashion, buying/merchandising, banking, hospitality, sports & entertainment, and advertising. Students will learn how to have a competitive edge in business through market planning, pricing, advertising, selling promotion and consumer behavior.

Retail Management: Dual Credit Supervision and Principles of Management (Must take BOTH. Taught at NTH@C)

CTSO Membership Opportunity: DECA - Marketing Education Student Association- \$25 Dues

Semester 1 - Supervision

7005D

Grades: 11-12

Level: 3

Credit: 0.5 (DUAL CREDIT - BMGT 1301 - SUPERVISION)

Prerequisite: Dual Credit acceptance to North Lake CC and Principles of Business, Marketing, and Finance

Retail Management is designed to familiarize students with the concepts related to human resource management, including legal requirements, recruitment, and employee selection methods, and employee development and evaluation. Students will also become familiar with compensation and benefits programs as well as workplace. This dual credit course will be taught at NTH@C during the first semester. In addition to the 3 hours of college credit, the learner will also receive 1 high school credit for Human Resources Management. If you sign up for this course, then you will also need to sign up for Principals of Management below.

Sem 2 - Principles of Management

7008D

Grades: 11-12

Level: 3

Credit: 1 (DUAL CREDIT - BMGT 1327 - PRIN OF MANAGEMENT)

Prerequisite: Dual Credit acceptance to North Lake CC and Principles of Business, Marketing, and Finance

Business Management is designed to familiarize students with the concepts related to business management as well as the functions of management, including planning, organizing, staffing, leading, and controlling. Students will also demonstrate interpersonal and project-management skills. This dual credit course will be taught at NTH@C during the second semester. In addition to the 3 hours of college credit, the learner will also receive 1 high school credit for Retail Management. If you sign up for this course, then you will also need to sign up for Supervision above.

COURSE INFORMATION

Statistics and Business Decision Making

2452Y (2452 A and B)

Grades: 11-12

Level: 3

Credit: 1

Prerequisite: Principles of Business, Marketing, and Finance AND Algebra II

Certification possibility & required fees: GAIQ- Google Analytics Individual Qualification (\$0- no fee)

CTSO Membership Opportunity: DECA - Marketing Education Student Association- \$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 pitch strategic business decisions for local businesses. Students will determine the appropriateness of methods used to collect data to ensure conclusions are valid. Students will work towards a Microsoft Office Specialist Excel Certification.

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 Coppell 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.