

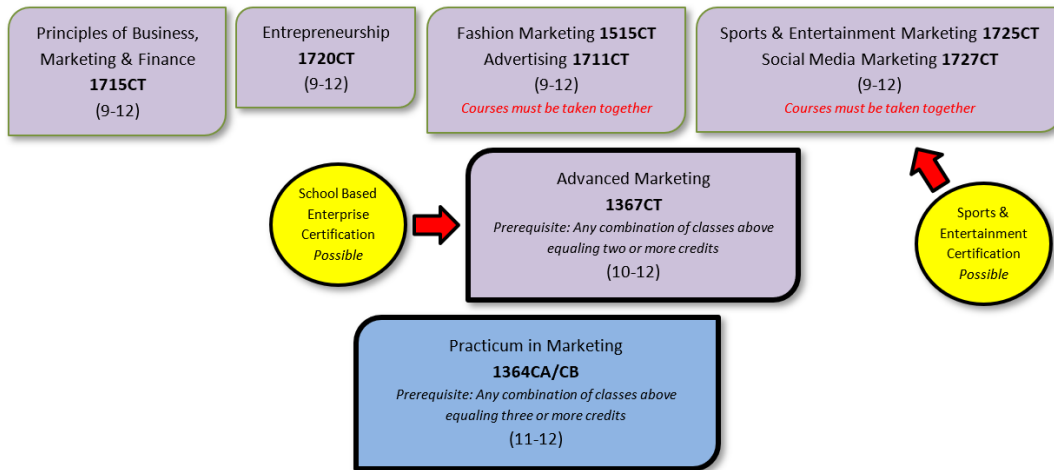
Marketing

Program of Study



MARKETING

Endorsement: Business & Industry



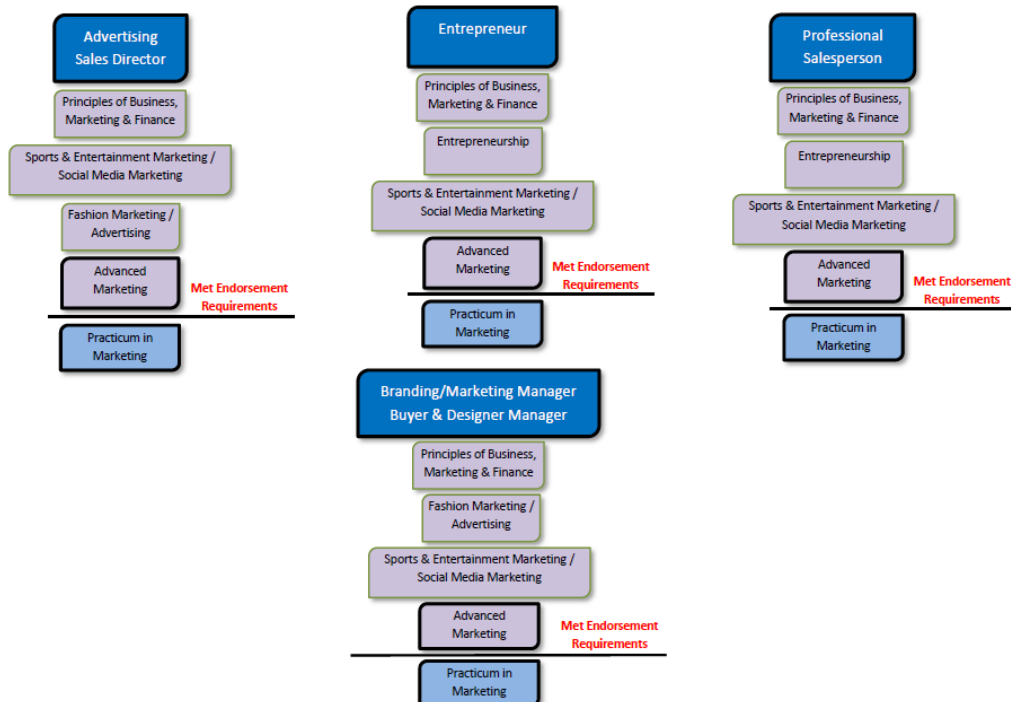
Certification Requirement
The district will pay 100% of the cost of the certification test if students can show mastery by:
Passing a certification practice test
Maintaining an 80+ overall course average at the time of the certification test
If students don't meet the requirements above, they must pay 100% of the cost of the certification test

LEGEND					
Fill Color	Length	Credit	Fill Color	Length	Credit
	18 weeks	1		HC - 18 weeks	0.5
	36 weeks	2-3		HC - 36 weeks	1
	College Course			Advanced Course	

To earn an endorsement, an MISD student must complete a coherent sequence for 4 or more credits that consist of 2 courses in the same program of study including at least 1 advanced CTE course

Marketing

Recommended Career Pathways



To earn an endorsement, an MISD student must complete a coherent sequence for 4 or more credits that consist of 2 courses in the same program of study including at least 1 advanced CTE course

Principles of Business, Marketing & Finance



Prerequisite: None

Course: 1715CT

Credits: 1

Length: 18 weeks

Placement: 9-12

Course Description

Ever had a great product or service idea? Ever wanted to create a business plan but not known where to start? Well your time is now! Come join Principles of BMF for a real world business planning and development simulation. You can share your idea or create new ones with a team of students. Then, you'll have the chance to present your idea to a panel of industry professionals and investment bankers. Ready, set, come on down!

Topics of study include: forms of business ownership, ethics, marketing, finance and roles of government in business.

Student Activities

ABC's "Shark Tank" simulation with industry professionals

Completion of a business plan by the end of course

Business consulting with a team of students

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

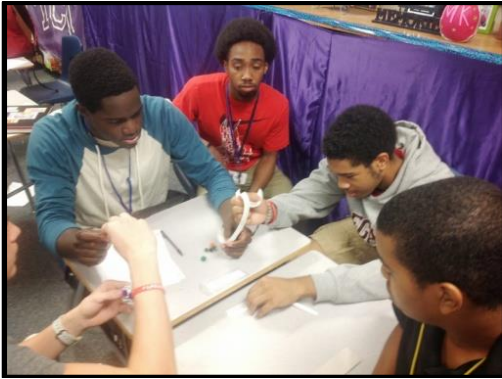
- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Texas DECA Site



Entrepreneurship



Prerequisite: None

Course: 172OCT

Credits: 1

Length: 18 weeks

Placement: 9-12

Course Description

Do you want to be your own boss?

Do you want to run your own business someday and be your own boss? Well then, you need to enroll in Entrepreneurship! Many BBCTA students have started their own businesses while in high school or when they went to college using the information learned in this course.

The Entrepreneurship program prepares students to conceive, develop and launch new ventures and to turn innovative ideas into products that can be brought into the marketplace. The topics of importance include the financial, legal and marketing aspects of a start-up business.

Topics of study include: identifying business opportunities, communication skills, entrepreneurs in a market economy, types of ownership, and business plans.

Student Activities

Business Plan
The Barber Shoppe
Famous Entrepreneur Project
Portfolio
Laws and Regulations Project

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Texas DECA Site



Fashion Marketing / Advertising



Prerequisite: None

Course: 1515CT & 1711CT **Credits:** 1 **Length:** 18 weeks **Placement:** 9-12

Course Description

Do you like to shop? Are you creative? Do you love fashion?

Did you know that:

- Over 4 million people in the U.S. are employed in the fashion industry.
- The U.S. is the largest importer of garments in the world.
- Fashion week in New York City generates approximately \$20 million into the country's economy.

If these facts interest you, come learn more about the fashion industry in our Fashion Marketing course! This course focuses on the integration of the fashion marketing concepts, practices and applications, and facilitates the development of a marketing/merchandising plan. Through a case study approach, students analyze opportunities regarding merchandise positioning, brand imagery, targeting and segmentation of apparel and other fashion products.

Are you creative and like to create products to sell?

Did you know that:

- The average revenue for an Advertising Agency in the U.S. is \$48 billion a year.
- The total number of people employed by the Advertising Industry in the U.S. is 462,300.

If these facts interest you and you are creative, then you should enroll in Advertising and Sales Communication. Come learn about the endless possibilities for careers in the advertising and marketing industries.

Fashion Marketing and Advertising must be taken together.

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

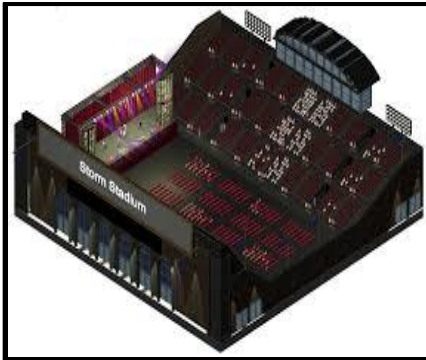
- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Texas DECA Site



Sports & Entertainment Marketing / Social Media Marketing



Prerequisite: None

Course: 1725CT & 1727CT **Credits:** 1 **Length:** 18 weeks **Placement:** 9-12

Course Description

Are you interested in majoring in business/marketing?

Have you ever wondered about the marketing strategies of a....

- Movie theatre, concert, sports team, TV show, game show or amusement park?
- Professional athlete or actor/actress?

Have you ever wanted to own your own sports franchise and/or concert? If so, you have an opportunity through our Virtual Sports game which will allow you to...

- Select the best location of your stadium, set ticket prices, promotions, advertising, staffing, concessions and many more functions!

If any of these questions interest you, then you should enroll in Sports and Entertainment Marketing. We will also do many projects that involve creating logos, brochures, flyer, social media and web designs.

Sports & Entertainment Marketing and Social Media Marketing must be taken together.

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
 - Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

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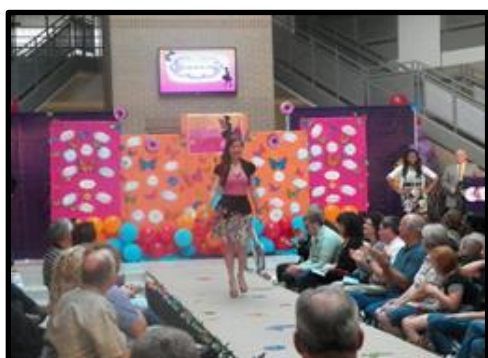


@benbfhs

Certifications

Sports & Entertainment
Student Cost: \$0

Advanced Marketing



Prerequisite: Any combination of Marketing courses equaling 2 or more credits

Course: 1367CT

Credits: 1

Length: 18 weeks

Placement: 10-12

Course Description

**Are you ready to compete in our fast paced ever-changing world?
Marketing is that dynamic force that helps drive business around the world.**

Marketing is :

- Focused on the customer (Target Market)
- The four P's (Product, Price, Place & Promotions)
- Planning an actionable marketing plan with strategies
- Creating a profit while making customers happy

All businesses, organizations and people need **MARKETING** so their customers or voters or prospective employers know about them. Without the proper **MARKETING**, a product will just sit on a shelf, a doctor will not have patients, an organization will not attract members or raise money for their cause, a politician will not have a great campaign, and a candidate for a job will not know about **MARKETING** themselves.

DECA participation is highly recommended.

Student Activities

Create a Job Fair Create a Career
Interview Portfolio
Produce a Fashion Show
Manage The Barber Shoppe
DECA
Mall Rotations

Organizations

DECA is the CTSO for students enrolled in Business,
Marketing or Finance courses.

Certifications

School Based Enterprise

Student Cost: \$0 BBIA: \$0

Practicum in Marketing



Prerequisite: Any combination of Marketing courses equaling 3 or more credits

Course: 1364CA/1364CB **Credits:** 2 **Length:** 36 weeks **Placement:** 11-12

Course Description

Are you ready to compete in our fast paced ever-changing world?

Marketing is that dynamic force that helps drive business around the world.

Marketing is :

- Focused on the customer (Target Market)
- The four P's (Product, Price, Place & Promotions)
- Planning an actionable marketing plan with strategies
- Creating a profit while making customers happy

All businesses, organizations and people need **MARKETING** so their customers or voters or prospective employers know about them. Without the proper **MARKETING** a product will just sit on a shelf, a doctor will not have patients, an organization will not attract members or raise money for their cause, a politician will not have a great campaign, and a candidate for a job will not know about **MARKETING** themselves.

DECA participation is highly recommended.

Student Activities

Create a Job Fair Create a Career
Interview Portfolio
Produce a Fashion Show
Manage The Barber Shoppe
DECA
Internships

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Additional Considerations

If a student does not have transportation, opportunities will be limited.

Marketing Certifications

Name	Course	Provider	Cost
Sports & Entertainment	Sports & Entertainment Marketing	Virtual Business High School by Knowledge Matters	Student Pays: \$ 15 BBIA Pays: \$ 15
Students must participate in simulation activities in the following categories: Ticket pricing, stadium staffing, ingress & egress, parking, concessions, sponsorships, promotion with social and traditions media, promoting a band, player management and sports & entertainment mogul. The simulations will take from 12 to 22 hours to complete.			
School Based Enterprise	Advanced Marketing Practicum in Marketing	Virtual Business High School by Knowledge Matters	Student Pays: \$ 15 BBIA Pays: \$ 15
Students must participate in simulation activities in the following categories: Trend research, design, buying, pricing & markdowns, retail location, window display & merchandising, staffing & sales strategies, social media promotions, fashion financials, turnaround and fashion mogul. The simulations will take from 12 to 22 hours to complete.			