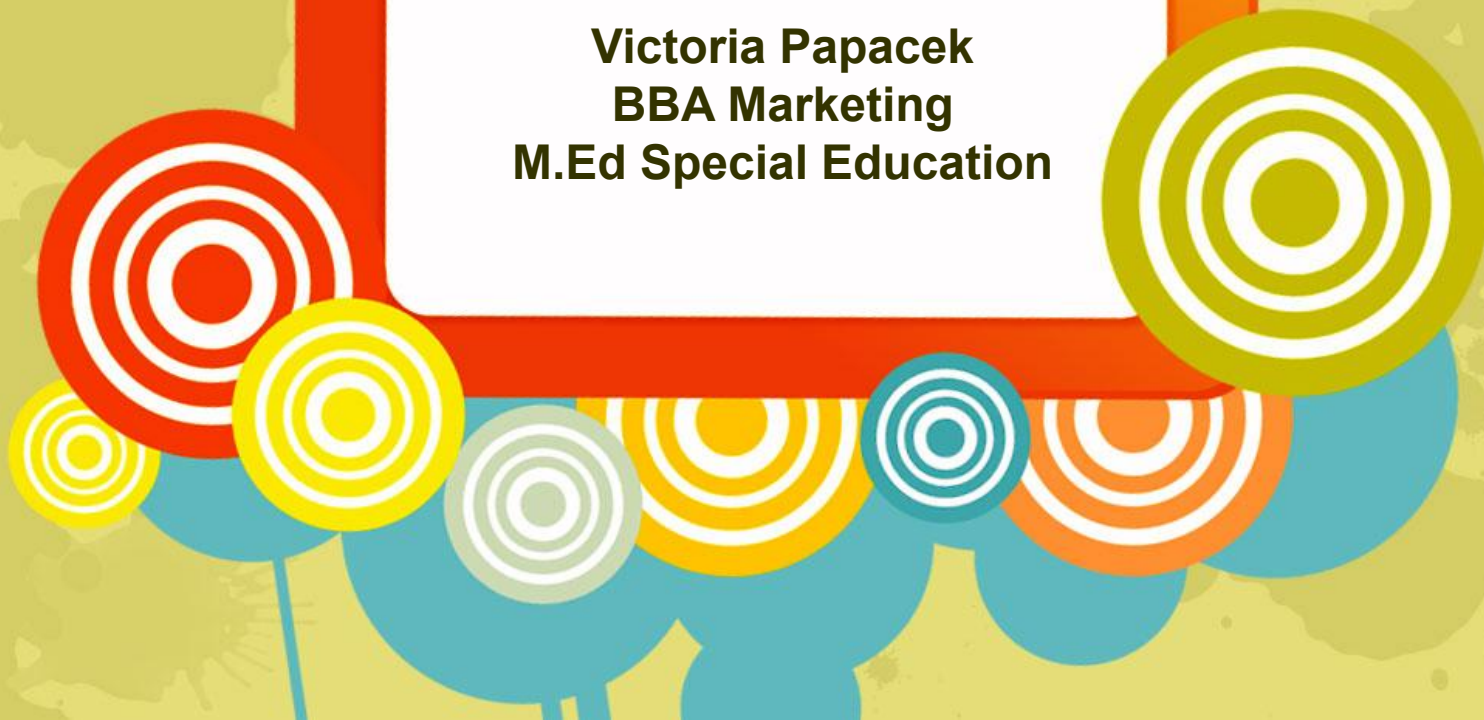


Marketing & Sales

**Victoria Papacek
BBA Marketing
M.Ed Special Education**



POS Course Sequence Endorsement

- **9th Principles of Business, Marketing, and Finance (1 credit)**
- **10th Marketing (1 credit)**
- **11th Social Media Marketing (.5 credit) Advertising (.5 credit)**
- **12th: Practicum in Marketing (2 credits)**

Course Description

- **Principles of Business, Marketing, and Finance (1 credit *no prerequisite)**
 - In PBMF, students will gain knowledge and skills in economics, and private enterprise systems, the impact of global business marketing of goods and services, advertising, and product pricing. Students will analyze the sales process and financial management principles
- **Marketing (1 credit *prerequisite is PBMF)**
 - In Marketing, students will explore the 7 main functions of marketing which include market planning, marketing information management, pricing, product/service management, promotional efforts, channel management, and selling. Students will demonstrate knowledge in hands-on projects which may include conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product or service.

Course Description

- **Advertising (0.5 credit *prerequisite is PBMF & MKTG)**
 - Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. This course explains the social, cultural, ethical and legal issues of advertising, historical influences, strategies, media decision making processes as well as integrated marketing communications, and careers in advertising and sales promotions. This course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.
- **Social Media Marketing(0.5 credit, *prerequisite is PBMF & MKTG)**
 - 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.

Course Description

- **Practicum in Marketing (2-3 credits *prerequisites are PBMF, MKTG, Advertising, & Social Media MKTG)**
 - Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. 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 a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.
 - **NOTE 1:** The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Marketing Career Cluster. This is a suggested scope and sequence for the course content. This content will work with any textbook, instructional materials or practicum experience. If locally adapted, make sure all TEKS are covered.
 - **NOTE 2:** Completion of skill sets may be demonstrated throughout the practicum. Therefore, content based on the TEKS does not have to be delivered sequentially. The major reason students take a practicum is to provide additional time on task for learning specialized skills. In most cases where the Extended Practicum is added to the Practicum, it is because the student is spending more than 15 hours per week at his/her training station (place of employment or internship).
 - **NOTE 3:** The information in this scope and sequence document does not describe detailed activities, because the activities will vary from student to student and training station to training station. The intent is that students incorporate and use previously learned knowledge and skills related to the career cluster.

Student Club/Organization

- DECA



Questions

Victoria T. Papacek
vpapacek@wisd.us