

Marketing & Sales

Business Marketing & Finance

Newman Smith High School
Business & Industry Endorsement

This four year plan can be used as an example to help plan your high school career.

Subject	9th Grade	10th Grade	11th Grade	12th Grade
Language Arts	English	English	English	English
Math	Math	Math	Math	Math
Science	Science	Science	Science	Science
Social Studies	Social Studies	Social Studies	Social Studies	Social Studies
CTE Courses	Principles of Business, Marketing and Finance OR Business Information Management I (1 Credit)	Virtual Business AND EITHER Sports & Entertainment Marketing OR Fashion Marketing (Semester Classes) (1 Credit)	Advertising (1 Credit)	Advanced Marketing OR Practicum in Entrepreneurship OR Career Preparation (2 Credits)
Additional Elective				
Additional Elective				
Additional Elective				

Additional Graduation Requirements <ul style="list-style-type: none"> • Foreign Language (2 Credits) • Physical Education (1 Credit) • Fine Arts (1 Credit) 	Possible Industry Based Certifications <ul style="list-style-type: none"> • Microsoft Office - Excel and/or Word • Entrepreneurship and Small Business
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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%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

The Marketing and Sales program of study teaches CTE learners 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.


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Recommended Course Sequence

Principles of Business Marketing & Finance

In this course, 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.



Virtual Business

This course is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business, and demonstrating project-management skills. Students will also demonstrate book-keeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business.

Sophomore classes are semester classes, choose one below to partner with Virtual Business


Fashion Marketing

This course is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.

OR


Sports and Entertainment Marketing

This course is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.



Advertising

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.



Advanced Marketing

In this course students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

OR

Practicum in Entrepreneurship

This course is designed to provide students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee.