



# MARKETING & SALES

The Marketing & Sales program of study teaches 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 and buying habits.

LEVELS	COURSES		
Level 1	Principles of Business, Marketing & Finance 1715CT / 9-12		
Level 2	Sports & Entertainment Marketing AND Fashion Marketing 1725CT AND 1515CT / 9-12 <i>Courses must be taken together</i>	Sports & Entertainment Marketing 1725CT / 9-12	Virtual Business 1203 / 9-12
Level 3	Social Media Marketing AND Advertising 1727CT AND 1711CT / 10-12 <i>Courses must be taken together</i> <b>+ Google Analytics Individual Qualification Certification Possible</b>	Fundamentals of Real Estate 1205 CA-CB / 11-12 <i>Prerequisite: Principles of Business, Marketing &amp; Finance</i>	
Level 4	Practicum in Entrepreneurship 1722 CA-CB / 11-12 <i>Selection Process</i>		

1 Semester Home Campus	2 Semester Home Campus	1 Semester Ben Barber	2 Semester Ben Barber
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OCCUPATION	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Marketing Research Analysts & Marketing Specialist	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
Management Analysts	\$87,651	4,706	32%
Wholesale & Retail Buyers	\$51,106	1,299	19%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%

## INDUSTRY BASED CERTIFICATIONS

**+Google Analytics Individual Qualification** - Sports & Entertainment Marketing AND Social Media Marketing  
 This assessment is designed to test knowledge or digital analytics best practices and the Google Analytics platform.

*The district will pay 100% of the cost of the certification test if students can show mastery by passing a certification practice test AND maintain an 80+ overall course grade 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.*

Students must have successfully completed a level 1 or 2 course AND a level 3 or 4 to take a practicum course.

To earn a CTE endorsement, an MISD student must take 4 or more credits in the same endorsement area, with at least 2 of 4 credits within the same program of study and must include at least one Level 3 or Level 4 CTE course.