

PHS

**Business &
Industry
Endorsement**

marketing
strategy
recommendation
market innovation
advertising distribution
quality branding
design blogs place
growth store planning
manager

Marketing & Sales



Program of Study: A4D

**Business,
Marketing,
and Finance**
Career Cluster

Level 1 Course



**Principles of
Business**

Level 2 Course



**Sports & Entertainment
Marketing AND Virtual
Business**

Level 3 Course



**Advertising AND Social
Media Marketing**

Level 4 Course



**Practicum of
Entrepreneurship**

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.

Industry Based Certification:

- Entrepreneurship and Small Business