

CFISD Practicum in Marketing Dynamics

Scope and Sequence

Course Description:

- This course allows students to apply marketing concepts and principles in the classroom and the workplace. In the classroom portion of the course, students will gain a working knowledge of marketing functions such as selling, advertising, display, the free enterprise system, inventory control systems, marketing mathematics, and resume writing. Students will also receive industry recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 15 hours per week at an approved training site and must be employed at that site within 15 school days after enrollment in the course. (3 Credits).
- Grades 11 – 12
- Required prerequisite: At least one course in Marketing cluster or related area and age 16 with reliable transportation
- Assessment for verification of industry-recognized training is available for a fee
- Lab supplies or fee may be required

TEKS: <http://ritter.tea.state.tx.us/rules/tac/chapter130/ch130n.html#130.347>

Cluster: Marketing

Endorsement: Business and Industry

- Meets advanced course requirement (Y/N): Y
- Meets foundation requirement for math, science, fine arts, English (Y/N-area): N

Instructional Units	Estimated Days
<p>1st Semester</p> <p>Note: This s a work-based course</p> <ul style="list-style-type: none"> ● Employability Skills <ul style="list-style-type: none"> • Unit 1: Fundamentals of Marketing • Unit 2: Economics • Unit 3: Legal / Ethical Issues • Unit4: Mathematics Concepts/Communications/Interpersonal Skills • Unit 5: The Selling Process 	<p>16 Weeks</p>
<p>2nd Semester</p> <ul style="list-style-type: none"> ● Employability Skills <ul style="list-style-type: none"> • Unit 6: Promotion • Unit 7: Distribution/Purchasing/Inventory • Unit 8: Pricing • Unit 10: Product Planning • Unit 11: Risk Management / Financing <ul style="list-style-type: none"> *Types of Financial Services * The Purpose of Credit Contracts ● Careers 	<p>20 Weeks</p>

