

Career and Technical Education							
ALSDE - approved CTE Course of Study Standards linked HERE .							
Supplemental Resources: Subject area courses may utilize the following supplemental resources:							
Below are the adopted textbooks for CTE courses as well as the course outline and description.							
Course	Textbook Title	Author	Edition	Publisher	Copyright Year	Tentative Course of Study	Course Descriptions
BUSINESS SOFTWARE APPLICATION I	PRINCIPLES OF BUSINESS	Dlabay, Burrow, Kleindl	9th Edition	Cengage	2019	2021 BMA Course of Study	Business Software Applications I emphasizes the skills required to create, edit, and publish industry-appropriate documents. Areas of instruction include the integration of word processing, desktop publishing, spreadsheets, database management, and presentation software as well as the use of emerging technologies. Competencies for the co-curricular student organizations, DECA and Future Business Leaders of America (FBLA-PBL), are also embedded in this course. Students will have the opportunity to gain industry-recognized credentials to document basic computer skills needed for future education or employment.
DIGITAL MEDIA DESIGN	PRINCIPLES OF BUSINESS	Dlabay, Burrow, Kleindl	9th Edition	Cengage	2019	2021 BMA Course of Study	Digital Media Design provides a creative, hands-on environment in which students collaborate to produce a variety of digital media projects. Students use various hardware, peripherals, software, and web-based tools to learn skills involving graphic design, digital photography, web design, and digital video production. Additionally, the standards are designed for students to engage in critical thinking skills and practice appropriate behavior in the use of technology. Emphasis is placed on exploring and demonstrating business-related skills such as teamwork, interpersonal skills, and ethics while completing their projects.
DIGITAL PUBLICATION DESIGN	PRINCIPLES OF BUSINESS	Dlabay, Burrow, Kleindl	9th Edition	Cengage	2019	2021 BMA Course of Study	Digital Publications Design gives students marketable experience in both print and digital publishing. Emphasis is placed on page layout and design, computerized text, graphic art, digital photography, and the use of software to create a variety of publications.
HOSPITALITY MANAGEMENT AND MARKETING	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 BMA Course of Study	Hospitality Management and Marketing emphasizes skills needed for ownership, management, or employment in the growing hospitality and tourism industry. Standards are designed to develop a leadership perspective about social, environmental, economic, legal, human resource, customer relations, and consumer factors impacting the hospitality industry. The course also focuses on the marketing aspect of hospitality and tourism, including sales, promotions, advertising, and public relations.
CAREER EXPLORATIONS	PRINCIPLES OF BUSINESS	Dlabay, Burrow, Kleindl	9th Edition	Cengage	2019	2021 BMA Course of Study	Career Explorations is designed to provide opportunities for students to explore career opportunities and become aware of the importance of basic technology, work ethics, communication skills, the value of work, leadership perspective about social, environmental, economic, legal, human resource, customer relations, and consumer factors impacting the hospitality industry. The course also focuses on the marketing aspect of hospitality and tourism, including sales, promotions, advertising, and public relations.
DIGITAL TECHNOLOGY	PRINCIPLES OF BUSINESS	Dlabay, Burrow, Kleindl	9th Edition	Cengage	2019	2021 BMA Course of Study	Digital Technology is designed for students who want to master basic skills in the areas of word processing, database management, spreadsheet applications, multimedia presentations, and Internet research. Reading, mathematics, and communication skills are reinforced throughout this course.
BUYING AND SELLING REAL ESTATE	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 Marketing Course of Study	Buying and Selling Real Estate is designed to build on the foundation provided in Introduction to Real Estate Sales. This course emphasizes aspects of buying, selling, and financing land, real property, and real estate; the listing of a client's property; developing client relationships; following procedures for listing, buying, and selling real estate; understanding contract terminology; staging of real estate; and showing property to clients. Laboratory experiences are an integral part of this course and may include field trips, job shadowing, internships, and other related activities.
CTE LAB IN MARKETING / BUSINESS	ICEV	NA	NA	CEV Multimedia, LLC	2022	2021 Marketing Course of Study	CTE Lab in Marketing is designed to enhance the student's general understanding and mastery of content in the cluster. This course is designed as a learning laboratory to support students' individual interests and goals. This laboratory may take place in a traditional classroom, in an industry setting, or in a virtual learning environment.
DATA ANALYTICS	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 Marketing Course of Study	Data Analytics is a specialized course designed to introduce statistics and the application of statistics to business decision-making. It covers the design and development of financial applications using the tools available in statistical analysis software to analyze data and convert into useful information. It focuses on utilizing software applications and appropriate methods to collect data and provide clients with useful information to reach valid conclusions resulting in sound business decisions.
DIGITAL MARKETING	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 Marketing Course of Study	Digital Marketing introduces students to digital marketing techniques, tools, and methods, including email, websites, applications, social media, and other electronic means. This course focuses on how to develop and conduct digital marketing campaigns. Emphasis is placed on creating, implementing, and critiquing online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video and images, podcasts, webcasts, and creating and repurposing content for use in digital environments.
ENTREPRENEURSHIP	ENTREPRENEUSHIP	Clark & Commers	3rd Edition	Goodheart	2023	2021 Marketing Course of Study	Entrepreneurship focuses on the skills needed to organize, develop, create, and manage a business in a variety of environments. Course standards are designed to foster an entrepreneurial mindset; encourage innovation, critical thinking, and problem-solving in a fast-paced professional setting; and build basic knowledge of various entrepreneurial ventures.
INTRODUCTION TO REAL ESTATE SALES	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 Marketing Course of Study	Introduction to Real Estate Sales covers aspects of marketing real estate; the importance of customer and client service; the differences between land, real estate, and real property; laws and ethics governing the real estate industry; and licensure requirements in the industry. Additional career opportunities in the housing and real estate industry are explored. Laboratory experiences are an integral part of this course and may include field trips, job shadowing, internships, and other meaningful experiences.
MARKETING PRINCIPLES	ESSENTIALS OF MARKETING	Perreault, Cannon, McCarthy	17th Edition	McGraw-Hill	2021	2021 Marketing Course of Study	A one-credit course designed to provide students with an overview of in-depth marketing concepts. Students develop a foundational knowledge of marketing and its functions, including marketing information management, pricing, product and service management, entrepreneurship, and promotion and selling.

SPORTS AND ENTERTAINING MARKETING	SPORTS AND ENTERTAINING MARKETING	Kaser, Oelkers	5th Edition	Cengage	2022	2021 Marketing Course of Study	Sports and Entertainment Marketing is a specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. This course introduces the student to the major segments of the industry and the social and economic impact the industry has on local, state, national, and global economies. Although no prerequisite is listed, it is suggested that students complete an introductory marketing course prior to taking Sports and Entertainment Marketing.
CAREER PREPAREDNESS	ICEV	NA	NA	ICEV	2024	2021 Marketing Course of Study	Career Preparedness focuses on three integrated areas of instruction: academic planning and career development, financial literacy, and technology. Course content includes college and career preparation, computer literacy skills, and personal finance. Technology topics are interwoven throughout course instruction. These standards are designed to provide a strong foundation for student acquisition of the skills, attitudes, and knowledge that enable them to achieve success in school, at work, and across the life span.