

# **Principles of Business, Marketing, and Finance Virtual**

**Local Course #:** 0

**State Course ID:** 13011200

**Course Description:**

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economics and private enterprise systems, the impact of global business, 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. This course is only available as an online course through the Keller ISD Virtual Learning program. Students who successfully complete this course receive high school credit.

**Link to TEKS:**

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en\\_US&interface=VIEW\\_TAC\\_SUMMARY&queryAsDate=08%2F06%2F2025&recordId=225502](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F06%2F2025&recordId=225502)

**First 9 Weeks Major Topics:**

1 Professional Standards; 2 Business Basics; 3 Business Ethics

**Second 9 Weeks Major Topics:**

4 Economics and Business; 5 Global Business; 6 Government and Business

**Third 9 Weeks Major Topics:**

6 Government and Business; 7 Types of Businesses; 8 Finance and Accounting; 9 Finance Fundamentals

**Fourth 9 Weeks Major Topics:**

10 Personal Finance; 11 Marketing Functions; 12 Marketing Identification; 13 Marketing Mix; 14 Career Opportunities