

Principles of Business, Marketing, and Finance

Local Course #: 81400

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.

Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225502](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225502)

First 9 Weeks Major Topics:

Business Lessons:

- 1) Supply & Demand
- 2) Types of Business and Ownership
- 3) Organizational Structures and Functions of Business
- 4) Business Cycles
- 5) Types of Economic Systems
- 6) Global Trades and Imports/Exports
- 7) Productivity and Division of Labor
- 8) Role of Government and Labor
- 9) Company Research Project

Second 9 Weeks Major Topics:

Finance Lessons:

- 1) Functions of Money
- 2) Types of Currency
- 3) Forms of Financial Exchange

- 4) International Currencies and Foreign Exchange Rates
- 5) Use of Credit, Debit & Checking Accounts
- 6) Time Value of Money
- 7) Credit Financing & Interest Rates
- 8) Paychecks, Deductions & Taxes
- 9) Types of Banking Services
- 10) Financial Information & Accounting Records

Third 9 Weeks Major Topics:

Marketing Lessons:

- 1) 4 P's of Marketing
- 2) Distribution Channels
- 3) Maslow's Hierarchy of Needs and Buying Behavior
- 4) Steps of the Selling Process and Sales Presentations
- 5) Product Life Cycle
- 6) Role & Functions of Marketing

Fourth 9 Weeks Major Topics:

Marketing Lessons:

- 1) Marketing Strategies and Promotional Mix
- 2) Marketing Campaigns and Advertising
- 3) Advertising Media

Employability Skills Lessons:

- 1) Explore Career Options
- 2) Employability Characteristics
- 3) Resumes & Cover Letters
- 4) Job Interviews & Techniques
- 5) Class Mock Interviews