

Practicum in Marketing

Local Course #: 82513

State Course ID: 13034800

Course Description:

Through course-required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication, and customer-service skills. The practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical education courses in marketing education.

Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225529](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225529)

First 9 Weeks Major Topics:

Professional Standards & Employability Skills

Second 9 Weeks Major Topics:

Core Marketing Functions & Applications

Third 9 Weeks Major Topics:

Marketing Project Management & Decision-Making

Fourth 9 Weeks Major Topics:

Career Preparation & Capstone Experience