

Advanced Marketing

Local Course #: 82511

State Course ID: 13034700

Course Description:

Advanced Marketing is a series of activities that focus on the customer to generate a profitable exchange. Students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. This course may include paid or unpaid career preparation experience

Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225320](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225320)

First 9 Weeks Major Topics:

Professionalism in Marketing & Market Research

Second 9 Weeks Major Topics:

Market Identification, Entering the Workforce, Role of Management

Third 9 Weeks Major Topics:

Math in Marketing, Branding & Purchasing

Fourth 9 Weeks Major Topics:

Sales and Customer Service, Publicity & Interview Skills