

Business, Marketing, and Finance

Programs of Study: Accounting and Financial Services; Marketing and Sales

Chapter 127. Texas Essential Knowledge and Skills for Career Development and Career and Technical Education Subchapter F. Business, Marketing, and Finance

	1st Six Weeks	2nd Six Weeks	3rd Six Weeks	4th Six Weeks	5th Six Weeks	6th Six Weeks
Foundations of Business Communication and Technologies	Business Communication	Database Software	Data Mining	Spreadsheets - Part 2	Desktop Publishing	Information Systems - Part 2
	Business Documents and Word Processing	Database Creation	Spreadsheets - Part 1	Presentations and Technology	Information Systems - Part 1	Equipment and Supplies
Principles of Business, Marketing and Finance	Business Types	Business Ethics	Principles of Money	Marketing Functions	Economic Systems and Global Experience	Marketing Mix
	Business Characteristics	Role of Government and Legal System in Business	Personal Financial Management	Marketing Identification	Costs and Profits	Professional Standards, Employability, and Career Planning
Marketing	The Marketing Industry	Market Research	Product and Service Management	Distribution	Designing, Implementing and Evaluating a Marketing Plan	Ethics and Legal Responsibilities
	Application of the Marketing Concept	Pricing	Promotion	Understanding the Client		
				Effective Sales Techniques		
Advertising and Sales	Introduction to Advertising	Advertising Industry	Advertising Presentations	Introduction to Advertising	Advertising Industry	Advertising Presentations
	Marketing and Advertising	Careers in Advertising	Information Management in Advertising	Marketing and Advertising	Careers in Advertising	Information Management in Advertising
		Product Planning and Promotion			Product Planning and Promotion	
Social Media Marketing	Introduction and Employability	Judging Quality Social Media Campaigns	Creating, Implementing, and Evaluating the Social Media Campaign	Introduction and Employability	Judging Quality Social Media Campaigns	Creating, Implementing, and Evaluating the Social Media Campaign
	Social Media Marketing Industry	Planning a Social Media Campaign		Social Media Marketing Industry	Planning a Social Media Campaign	
Sports and Entertainment 1	Professionalism in Sports and Entertainment	The Importance of Marketing	Historical Perspectives	Professionalism in Sports and Entertainment	The Importance of Marketing	Historical Perspectives
	Functions of Marketing	Product Planning and Distribution	The Fan Experience	Functions of Marketing	Product Planning and Distribution	The Fan Experience
	Profit, Pricing, and Risks	Licensing, Sponsorship, and Endorsements		Careers in Sports and Entertainment Marketing	Profit, Pricing, and Risks	
Sports and Entertainment 2	Introduction and Employability	Laws, Ethics, and Regulations	Profitability	Introduction and Employability	Laws, Ethics, and Regulations	Profitability
	The Sports and Entertainment Industry		The Sports and Entertainment Industry	The Sports and Entertainment Industry		
	Entrepreneurship in Sports and Entertainment	Market Research	Entrepreneurship in Sports and Entertainment	Market Research	Entrepreneurship in Sports and Entertainment	
	Marketing Management	Market Analysis	Marketing Management	Market Analysis	Marketing Management	
Money Matters	Professional Standards	Credit and Identify Theft	Financial Planning and Economic Systems	Fiscal Policies and Economic Indicators - Part 2	Investment Option Strategies	Budgets
	Financial Institutions and Principles of Money	Taxes and Financial Records	Fiscal Policies and Economic Indicators - Part 1	International Events, Issues, and Exchange Rates	Insurance and Managing Personal Risk	Career and Education Planning
Accounting 1	Professional Standards	Accounting Cycles and Financial Statements	Accounts Payable	Accounts Receivable	Salaries and Payroll Expenses	Laws and Regulations
	Accounting and Financial Reporting	Cash Controls, EFTs and Bank Statements		Inventory Calculations	Corporations and Corporate Accounting	Accounting Simulations
Stock Maret Investing and Analysis	Professional Standards	Return and Risk	Stock Valuation	Bond Valuation	Options, Puts and Calls	Tax Advantaged Investments
	Laws, Regulations, and Ethics		Market Efficiency and Behavioral Finance	Mutual Fund and ETF	Futures Market and Securities	Real Estate and Tangible Assets
	Markets, Investments, and Securities Transactions	Modern Portfolio Concepts	Fixed Income Securities	Portfolio Management	Investing in Preferred Stock	Careers and SIE Prep
Common Stocks and Analysis		SIE Exam/ Practice/ Review				
Business Investing and Management	COMING SOON! Fall of 2026!					
Entrepreneurship	Preparing for Entrepreneurial Careers	Exploring Entrepreneurship	Business Planning - Part 1	Business Planning - Part 2	Business Planning - Part 3	Business Concept Development
		Starting and Entrepreneurial Business				