



Marketing and Sales

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.

Courses for High School Credit

Level 1	Principles of Business, Marketing, and Finance
Level 2	- Marketing - Entrepreneurship
Level 3	- Advertising - Fashion Marketing (Level 2 with the State) - Social Media Marketing - Sports and Entertainment Marketing (Level 2 with the State)
Level 4	- Statistics & Business Decision Making - Practicum in Marketing

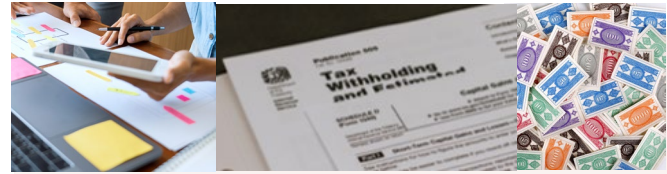
Aligned Industry-Based Certifications

- Entrepreneurship and Small Business
- Meta Certified Digital Marketing Associate

Work-Based Learning and

Expanded Learning Opportunities

Work-Based Learning Activities	- Intern at a marketing and advertising company - Job shadow a pharmaceutical sales representative - Intern at a local retail company
Expanded Learning Opportunities	- Job shadow an account representative at a marketing firm - Participate in BPA, DECA, FBLA, or related UIL events



Example Postsecondary Opportunities Associate Degrees

- Marketing/Marketing Management
- Retail Management

Bachelor's Degrees

- Business Administration
- Marketing/Marketing Management
- Fashion Merchandising

Master's, Doctoral, and Professional Degrees

- Business Administration
- Applied Economics
- Business Analytics

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



Example Aligned Occupations

(Based on statewide employment data)

Sales Representatives of Services

Median Wage: \$60,701
Annual Openings: 13,938
10-Year Growth: 15%

Market Research Analysts

Median Wage: \$64,690
Annual Openings: 6,676
10-Year Growth: 35%

Sales Managers

Median Wage: \$127,559
Annual Openings: 7,702
10-Year Growth: 21%



For more information visit:
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



Marketing and Sales Course Descriptions:

Principles of Business, Marketing, & Finance- BUS0000 (1 Credit)

Level: 1 Course Fee: None
Prerequisite: None GPA Weight: Regular

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the 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.

Marketing- BUS3210 (1 Credit)

Level: 2 Course Fee: None
Prerequisite: None GPA Weight: Regular

Marketing explores the seven core functions of marketing which include: marketing planning – why target market and industry affect businesses; marketing-information management – why market research is important; pricing – how prices maximize profit and affect the perceived value; product/service management – why products live and die; promotion – how to inform customers about products; channel management – how products reach the final user; and selling – how to convince a customer that a product is the best choice. Students will demonstrate knowledge in hands-on projects which may include conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

Entrepreneurship- BUS1220 (1 Credit)

Level: 2 Course Fee: None
Prerequisite: None GPA Weight: Regular

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.

Sports and Entertainment Marketing- BUS0028 (.5 Credit) (Level 2 with the State)

Level: 3 Course Fee: None
Prerequisite: None GPA Weight: Regular

Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

Fashion Marketing- BUS0043 (.5 Credit) (Level 2 with the State)

Level: 3 Course Fee: None
Prerequisite: None GPA Weight: Regular

Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.

Social Media Marketing - BUS0033 (.5 Credit)

Level: 3 Course Fee: None
Prerequisite: None GPA Weight: Regular

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

Advertising - BUS0123 (.5 Credit)

Level: 3 Course Fee: None
Prerequisite: None GPA Weight: Regular

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

Statistics & Business Decision Making- BUS4200 (1 Credit)

Level: 4 Course Fee: None
Prerequisite: Algebra II GPA Weight: Regular

Statistics and Business Decision Making is an introduction to statistics and the application of statistics to business decision making. Students will use statistics to make business decisions. Students will determine the appropriateness of methods used to collect data to ensure conclusions are valid. **Note: This course satisfies a math credit requirement for students on the Foundation High School Program.**

Practicum in Marketing- MKT4200 (2 Credits)

Level: 4 Course Fee: None
Prerequisite: 2 credits in the Program of Study GPA Weight: Regular

Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will 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 will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions.