

Advanced Marketing

Scope and Sequence

Endorsement: Business & Industry**Cluster:** Business, Marketing, & Finance**Meets advanced course requirement?** YES ▾**Program of Study:** Marketing & Sales**Meets foundation requirement for math, science, fine arts, English, LOTE?** NO ▾**Course Description:**

Advanced Marketing builds upon the ideas taught in previous Marketing courses. The course is intended for students interested in taking their marketing skills to the next level and developing an action plan for a successful future. This course includes instructional areas designed to provide an understanding of advanced marketing principles, careers in marketing and the importance of entrepreneurship in our economy. Major emphasis is placed on marketing principles, communication, market research, sales, career development, customer service, and entrepreneurship.

TEKS link:

- 1 credit
- Grades 11-12
- Lab supplies or fee may be require
- Required prerequisites: At least one Marketing Course (Social Media Mktg or Sports & Entertainment Mktg)
- Recommended prerequisites: N/A

Industry Certification/Credential: N/A**TEA recognized IBC (to count toward program of study completion)?** NO ▾

Instructional Units	Grading Period
Professionalism in Advanced Marketing - o Listening 101 - o Written Communication Practices - o Public Speaking Basics - o Employability Skills - o CTSOs: Enhancing the Student Experience - o Fundamentals of Marketing The Purpose of Marketing Research - o Marketing Research - o Marketing Technology Marketing Research Project - o Researching Strategies & Tactics	N1 (fall)
Market Identification - o SWOT Analysis - o Retailing & E-tailing: Shopping in Today's Marketplace Entering the Workforce - o Citizenship Basics - o Workplace Etiquette - o Parliamentary Procedure Guidelines - o Exploring Careers: Marketing The Role of Management	N2 (fall)

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- o Organizational Structure - o Managing People - o Recruitment - o Evaluating Applications & Résumés - o Creating Employee Policies & Procedures - o Evaluating Employees - o Handling Complaints - o Managing Diversity	
The International Side of Marketing - o Global Industry - o The Cultures of International Business - o International Trade & Tariffs - o International Finance & Exchange - o Risks & Strategies in International Business Understanding Teamwork - o Ethics in Business - o Workplace Issues - o Teamwork & Collaboration - o Leadership Styles - o Management of Energy, Money & Tasks Math in Marketing - o Vendors, Buyers & Merchandisers - o Mathematics in the Workplace Branding - o Branding Basics - o Product/Service Management - o Consumer Rights Purchasing - o Purchasing Procedures	N3 (spring)
Sales and Customer Service - o Steps to Superior Customer Service - o Determining Sales Quotas - o Records & Filing Publicity - o Public Relations Campaigns - o Publicity: The Dangers & Benefits End of Year Project	N4 (spring)

Primary Instructional Materials:

iCEV Multimedia, Ltd., Proclamation 2017

Supplementary Instructional Materials: N/A