

Practicum in Marketing YAG

Two Credits | Double-Blocked | Full Year | 36 Weeks | Marketing Pathway Capstone

Course Information: PIM = §127.297 Practicum in Marketing. The course is recommended for Grades 11–12, carries two credits, and has a recommended prerequisite of Principles of Business, Marketing, and Finance. It is designed as a paid or unpaid practicum experience for students in a coherent marketing sequence and develops proficiency in marketing functions including distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling. §127.15(d)(2) CTE Employability Skills are integrated throughout. The double-blocked structure should combine classroom instruction with supervised authentic marketing work, client/community projects, school-based enterprise experiences, work-based learning when available, portfolio development, and reflection. ACCESS supports employer, career, credential, and postsecondary connections.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 – Practicum Launch, Professionalism & Marketing Workplace	- Establish practicum expectations, professional communication, teamwork, work ethic, integrity, time management and leadership - Analyze how businesses contribute to society, social responsibility, organizational structures and the global business environment - Identify workplace/client expectations and launch practicum documentation and portfolio - Set short- and long-term professional goals and identify leadership/career-development opportunities	- PIM1(A–F) - PIM6(A–D) §127.15(d)(2)	- ACCESS: marketing careers/employers - Practicum portfolio launch - CTSOs/professional associations
1	3–4	Unit 2 – Marketing Concept, Functions, Mix & Target Markets	- Apply the marketing concept and explain relationships among marketing functions - Analyze product, price, place, promotion and people decisions - Segment markets geographically, demographically, psychographically & behaviorally - Compare mass marketing and segmentation and develop a target-market profile - Connect marketing planning to an authentic practicum/client context	- PIM2(A–B) - PIM3(A–B) - PIM4(A–D)	- Client target-market brief - Marketing mix audit - Worksite application
1	5–6	Unit 3 – Marketing Math, Data & Technology	- Execute calculations involving money, time, space, materials and data - Use formulas for price, profit, costs and break-even and determine rate of change - Interpret charts/graphs and create mathematical models from authentic situations - Use web search, word processing, databases and spreadsheets for marketing work - Research social media trends and technology impacts on business	- PIM5(A–G) - PIM7(A–F)	- Spreadsheet lab - Break-even/pricing case - Digital marketing tools
1	7–9	Unit 4 – Economics, Private Enterprise & Business Conditions	- Analyze goods/services, needs/wants, utility, prices, supply and demand - Compare economic systems and explain government-business relationships - Evaluate private enterprise, competition and its advantages/disadvantages - Interpret GDP, standard of living, CPI, consumer spending, unemployment & inflation - Explain business cycles and connect current economic conditions to marketing decisions	- PIM11(A–E) - PIM12(A–C) - PIM13(A–C) - PIM14(A–F) - PIM15(A–B)	- Economic indicator dashboard - Business-cycle case - Client implications brief
2	10–11	Unit 5 – Distribution, Finance & Pricing	- Map channels of distribution and physical distribution activities - Examine distribution costs in a real or simulated business - Illustrate financial services and explain credit contracts - Set pricing goals, analyze pricing factors/policies and calculate product price - Apply ethical and legal considerations to pricing decisions	- PIM16(A–C) - PIM17(A–B) - PIM18(A–G)	- Distribution map - Pricing lab - Finance/credit case
2	12–13	Unit 6 – Promotion, Advertising & Integrated Communications	- Explain promotional communication processes and the promotional mix - Evaluate promotion types, ethics, regulation and direct marketing - Model sales-promotion and public-relations communication channels - Compare advertising media and product versus institutional advertising - Create and evaluate an advertisement for an authentic audience	- PIM19(A–I) - PIM20(A–C)	- Integrated promotion project - Ad analysis/design - Client communications
2	14–15	Unit 7 – Risk, Safety, Law & Ethical Decision Making	- Categorize business risks and analyze their operational impact - Evaluate security and workplace safety precautions - Apply business ethics, workplace laws, HR regulations, OSHA/ADA concepts, trade regulations and antitrust concepts - Evaluate ethical alternatives and consequences in workplace scenarios - Document responsible behavior, honesty, integrity and ethical work habits	- PIM21(A–B) - PIM22(A–B) - PIM26(A–H) - PIM27(A–D) §127.15(d)(2)	- Risk-management plan - Legal/ethics case - Workplace safety review

2	16-17	Unit 8 – Career Readiness, Portfolio & Training	• Develop a working portfolio with résumé, cover letter, thank-you letter, references, recommendation and work samples • Analyze personal social media for employability and demonstrate interview skills • Research training, education and certification requirements for occupational choices • Participate in career-related training, credential preparation, employer learning or postsecondary exploration • Document Semester 1 practicum growth and work products	• PIM8(A-C) • PIM28(A-B) • PIM6(B-D)	• ACCESS: credentials/postsecondary/employers • Mock interview • Portfolio review
2	18	Semester 1 Exam – Practicum in Marketing	• Cumulative written/performance assessment • Integrated business, marketing, economics, distribution, pricing, promotion, risk and ethics case • Semester practicum portfolio and supervisor/client reflection	• Cumulative: PIM1–22, PIM26–28 as addressed • §127.15(d)(2)	• Targeted review/remediation
3	19-20	Unit 9 – Consumer Behavior & Selling	• Differentiate features and benefits and consumer versus organizational buying behavior • Determine customer needs/wants and classify buying motives • Analyze consumer/organizational decision-making processes • Locate and evaluate product information • Demonstrate the selling process in authentic or simulated marketing situations	• PIM23(A-E) • PIM24(A-B)	• Sales simulation • Buyer-persona analysis • Worksite selling application
3	21-22	Unit 10 – Customer Relations, CRM & Brand Promise	• Explain positive customer relations and a customer-service mindset • Analyze management's role in customer relations • Identify and apply a company brand promise • Connect employee performance to company image • Use or simulate technology-supported customer relationship management	• PIM25(A-F)	• CRM/customer journey activity • Service recovery • Brand-promise audit
3	23-24	Unit 11 – Product Planning & Product Life Cycle	• Explain the nature and scope of product planning • Develop product-mix strategies aligned with customer expectations • Analyze product life-cycle stages and corresponding marketing decisions • Apply target-market, pricing, promotion & distribution learning to a product decision • Develop a product recommendation for a client/school-based enterprise	• PIM29(A-C) • PIM3–4 reinforcement • PIM16,18–20 reinforcement	• Product strategy brief • Product life-cycle case • Client pitch
3	25-27	Unit 12 – Trends, Diversity & Applied Marketing Operations	• Research emerging marketing trends and technologies • Analyze diversity, multiculturalism and multigenerationalism in marketing • Apply marketing functions to ongoing practicum/worksite responsibilities • Use technology, data, interpersonal skills and time management to solve an authentic marketing problem • Collect portfolio evidence demonstrating increasing technical proficiency	• PIM9(A-B) • PIM10(A-B) • PIM5–7 reinforcement • §127.15(d)(2)	• Trend report • Inclusive marketing audit • Employer/client problem
4	28-30	Unit 13 – Integrated Marketing Campaign / Client Project	• Define an authentic customer/client need and target market • Build an integrated marketing strategy using product, pricing, distribution, promotion and people • Use research/data and appropriate technology to justify decisions • Address risk, legal/ethical, diversity and customer-relations considerations • Implement or simulate campaign elements and monitor results	• PIM2–7 • PIM16–27 • PIM29 • §127.15(d)(2)	• Client/community campaign • School-based enterprise project • Performance data review
4	31-33	Unit 14 – Practicum Leadership, Performance & Career Transition	• Demonstrate leadership and teamwork in a sustained marketing assignment • Evaluate personal technical strengths, weaknesses, work habits and professional growth • Update career goals, training/credential plans and professional materials • Practice interviewing/networking and communicate accomplishments professionally • Curate representative work samples and supervisor/client feedback	• PIM6(A-D) • PIM8(A-C) • PIM28(A-B) • §127.15(d)(2)	• ACCESS: transition planning • Employer/mentor feedback • Portfolio refinement
4	34-35	Unit 15 – Marketing Practicum Capstone & Portfolio Defense	• Complete a capstone that demonstrates multiple marketing functional areas • Analyze results using quantitative and qualitative evidence • Prepare professional written, visual and presentation deliverables • Defend marketing decisions and reflect on ethical, financial, customer and business impacts • Present final portfolio showing employability and technical-skill growth	• PIM1–29 • §127.15(d)(2)	• Capstone defense • Industry/community panel • Professional portfolio
4	36	Semester 2 Exam & Practicum Showcase	• Cumulative written/performance assessment • Integrated marketing case spanning all course functions • Final practicum portfolio, capstone and career-transition reflection	• Cumulative: PIM1–29 • §127.15(d)(2)	• Stakeholder showcase • Final pathway review

Practicum in Marketing TEKS Coverage Checklist

Coverage verification: All 29 Practicum in Marketing strands and all student expectations in §127.297 are intentionally addressed. §127.15(d)(2) Employability Skills are integrated throughout.

Strand	SEs	Knowledge & Skills Focus	YAG Placement	Coverage
PIM1	A-F	Business contribution, social responsibility, activities, organization, global environment, business environment	Units 1, 15	100%
PIM2	A-B	Marketing concept and functions	Units 2, 13, 15	100%
PIM3	A-B	Marketing mix and strategies	Units 2, 11, 13	100%
PIM4	A-D	Target markets, segmentation and marketing planning	Units 2, 11, 13	100%
PIM5	A-G	Marketing mathematics, charts/graphs, price/profit/cost/break-even, models, rate of change	Units 3, 13, 15	100%
PIM6	A-D	Interpersonal/team skills, goals, time management, leadership/career development	Units 1, 8, 14-15	100%
PIM7	A-F	Social media/technology, web search, word processing, databases, spreadsheets	Units 3, 12-15	100%
PIM8	A-C	Professional portfolio, social media employability and interviewing	Units 8, 14-15	100%
PIM9	A-B	Marketing trends and emerging technologies	Unit 12	100%
PIM10	A-B	Diversity, multiculturalism and multigenerationalism	Unit 12; Unit 13 reinforcement	100%
PIM11	A-E	Goods/services, needs/wants, utility, prices, supply/demand	Unit 4	100%
PIM12	A-C	Economic systems, mixed economies, government/business	Unit 4	100%
PIM13	A-C	Private enterprise and competition	Unit 4	100%
PIM14	A-F	Economic measures, consumer spending, unemployment, inflation	Unit 4	100%
PIM15	A-B	Business cycles and economic impact	Unit 4	100%
PIM16	A-C	Distribution channels, physical distribution and costs	Units 5, 13	100%
PIM17	A-B	Financial services and credit contracts	Unit 5	100%
PIM18	A-G	Pricing goals, factors, policies, calculation, ethics and law	Units 5, 11, 13	100%
PIM19	A-I	Promotion, promotional mix, ethics/regulation, direct marketing, sales promotion and PR channels	Units 6, 13	100%
PIM20	A-C	Advertising media, product/institutional advertising and ad elements	Units 6, 13	100%
PIM21	A-B	Business risks and impact	Unit 7; Unit 13 reinforcement	100%
PIM22	A-B	Security and workplace safety precautions	Unit 7	100%
PIM23	A-E	Features/benefits, buying behavior, needs/wants, motives and decision making	Unit 9	100%
PIM24	A-B	Product information and selling process	Unit 9; Unit 13 reinforcement	100%
PIM25	A-F	Customer relations, service mindset, brand promise, company image and CRM technology	Unit 10; Unit 13	100%
PIM26	A-H	Business ethics, legal/HR/workplace/trade regulations and antitrust	Unit 7; Unit 13	100%
PIM27	A-D	Ethical reasoning, consequences, legal/ethical responses and integrity	Unit 7; Units 13-15	100%
PIM28	A-B	Training, education and certification for occupational choice	Units 8, 14-15	100%
PIM29	A-C	Product planning, product mix and product life cycle	Unit 11; Unit 13	100%
Employability	§127.15(d)(2)	Level 3/4 CTE employability skills	Integrated throughout	100%

Implementation Notes

- Use the double-blocked schedule for authentic practicum experiences, supervised work-based learning when available, school-based enterprise, client/community marketing projects, extended production time, data analysis, presentations, and professional reflection.
- Students should maintain practicum documentation and a professional portfolio across the year. Work samples should demonstrate growth in both technical marketing functions and §127.15(d)(2) employability skills.
- Local employers, community organizations, district departments, school programs, CTSOs and professional associations can provide authentic marketing problems, clients, mentors, feedback, job-shadowing and other work-based learning opportunities.
- ACCESS should be used for employer and career connections, credential/training research, postsecondary planning, and transition from the Marketing program of study into employment, college, military, entrepreneurship or other appropriate next steps.
- Weeks 18 and 36 are reserved for cumulative semester exams. No instructional unit crosses the semester boundary.