

Advanced Marketing YAG

Two Credits | Double-Blocked | Full Year | 36 Weeks | Recommended Grades 11–12

Course Information: AM = §127.268 Advanced Marketing. Prerequisite: one credit from courses in the Business, Marketing, and Finance Career Cluster; recommended prerequisite: Practicum in Marketing. Students develop advanced proficiency across marketing functional areas through research, management, market analysis, global marketing, product/brand management, purchasing, customer service, selling, mathematics/data analysis, ethics, teamwork, leadership, communication, and technology. §127.15(d)(2) CTE Employability Skills are integrated throughout. The double-blocked schedule supports extended labs, authentic client/business problems, research, presentations, campaign development, and a yearlong advanced marketing research/capstone project. ACCESS supports career, postsecondary, credential, employer, and pathway exploration.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 – Advanced Marketing Launch, Careers & Professional Communication	- Analyze advanced marketing career roles and required education/training/certifications - Research career-related degree/training programs and professional organizations - Use professional media/networking resources and practice business communication - Demonstrate business-meeting protocol and advanced employability expectations - Launch a yearlong marketing portfolio and identify possible research/capstone topics	- AM4(A–B) - AM5(A–B) - AM18(A–B) - AM21(E,G) §127.15(d)(2)	- ACCESS: marketing careers/postsecondary pathways - Professional networking profile - Portfolio launch
1	3–5	Unit 2 – Market Analysis, SWOT & Strategic Marketing Planning	- Perform a market analysis for a selected business/product/organization - Conduct and interpret a SWOT analysis - Translate market findings into objectives, strategies and tactics - Create an advanced marketing plan and communicate recommendations - Apply data, charts/tables/graphs and operational information to decisions	- AM2(A–C) - AM19(A–E) - AM5(A)	- Marketing-plan case - SWOT workshop - Client/business analysis
1	6–7	Unit 3 – Management, Human Resources & Customer Relations	- Differentiate management levels and compare management styles - Evaluate recruitment, selection, training/development and performance evaluation techniques - Analyze employee compliance with laws, regulations and self-regulatory measures - Model difficult customer-relations situations and service recovery - Analyze facilities design, maintenance and improvement considerations	- AM3(A–F) - AM16(A–C) - AM20(A–D)	- Management simulation - Customer-service scenarios - Facility/service audit
1	8–9	Unit 4 – Trends, Technology, Diversity & Ethical Marketing	- Research emerging trends and technologies affecting marketing - Analyze how cultural diversity affects marketing and related legal responsibilities - Apply legal and ethical reasoning to workplace/marketing scenarios - Evaluate long-term consequences of unethical or illegal behavior - Present recommendations for responsible use of an emerging marketing technology	- AM6(A–B) - AM7(A–B) - AM20(A–D) §127.15(d)(2)	- Trend/technology brief - Ethics case analysis - Diversity in marketing audit
2	10–12	Unit 5 – Global Marketing & International Trade	- Evaluate strategies for entering international markets - Analyze cultural, economic and political factors in international trade - Differentiate imports/exports and explain interdependence of nations - Evaluate advantages/disadvantages and business impacts of global trade - Analyze exchange rates, social/cultural environments and labor issues	- AM8(A–I) - AM19(B–E)	- Global market-entry plan - Exchange-rate application - International marketing case
2	13–15	Unit 6 – Marketing Research Design & Data Collection	- Explain marketing research purposes, areas, test marketing, trends, benefits and limitations - State the marketing research process and compare data-collection methods - Use technology to design and implement a marketing research study - Collect valid data connected to the yearlong research/capstone topic - Consult an industry/community expert regarding the selected issue	- AM1(A–B) - AM9(A–E) - AM10(A–D) - AM19(A–D)	- ACCESS/employer expert connection - Research instrument - Field/data collection
2	16–17	Unit 7 – Research Analysis, Reporting & Expert Presentation	- Analyze and interpret collected marketing data - Construct charts, tables and graphs and identify missing/irrelevant data - Develop a formal research report and evidence-based recommendations - Present findings to an audience that includes marketing/business experts - Use expert feedback to refine the research/capstone direction	- AM1(C) - AM10(E–G) - AM19(A–E) - AM5(A–B)	- Research report - Expert panel presentation - Capstone refinement

2	18	Semester 1 Exam – Advanced Marketing	• Cumulative written/performance assessment • Strategic marketing, management, global marketing, research and data-analysis case • Semester portfolio/research review	• Cumulative: AM1–10, AM18–21 as introduced • §127.15(d)(2)	• Targeted review/remediation
3	19–21	Unit 8 – Branding, Packaging, Product Regulation & Consumer Protection	• Define and apply branding elements • Differentiate warranties and guarantees • Design a product package, brand and label for a defined market • Differentiate laws, regulations and self-regulatory measures affecting products • Analyze government consumer-protection regulation and its impact on business	• AM11(A–C) • AM12(A–B) • AM2(A–C) • AM20(A–D)	• Brand/package development • Consumer-protection case • Brand standards guide
3	22–23	Unit 9 – Public Relations, Publicity & Reputation Management	• Prepare professional publicity materials • Distinguish activities that encourage positive public relations • Analyze positive/negative publicity impacts and develop response strategies • Apply professional communication and business-meeting protocol • Integrate PR strategy into a brand/business marketing plan	• AM13(A–C) • AM5(A–B) • AM20(A–D)	• PR kit • Reputation-response simulation • Media strategy
3	24–26	Unit 10 – Purchasing, Vendor Relations & Merchandising Mathematics	• Explain the purchasing cycle from need identification through evaluation • Compare suppliers/sources and practice negotiation • Explain ordering processes and purchase-evaluation strategies • Calculate merchandising discounts and final product cost • Interpret vendor terms/policies and use data to support purchasing decisions	• AM14(A–E) • AM15(A–C) • AM19(A–E) • AM21(A–D,G)	• Vendor comparison • Negotiation simulation • Merchandising math lab
3	27	Unit 11 – Customer Experience, CRM & Service Excellence	• Identify management actions/attitudes that increase customer satisfaction • Analyze the role of service and follow-up in marketing success • Demonstrate communication that builds customer relationships and company image • Use teamwork to solve a complex customer-experience problem • Develop customer-service standards for the capstone business/client	• AM16(A–C) • AM3(E) • AM21(A–I)	• Customer journey/service plan • Service recovery simulation • Team performance review
4	28–30	Unit 12 – Sales Management, Quotas & Performance Data	• Explain sales and financial quotas • Identify information contained in sales records • Maintain and interpret sales records using appropriate procedures • Apply charts, tables, graphs, measurements and operational data • Use performance evidence to recommend sales-management actions	• AM17(A–C) • AM19(A–E) • AM21(G–I)	• Sales dashboard • Quota/performance case • Sales-record lab
4	31–32	Unit 13 – Team Leadership, Workplace Culture & Marketing Operations	• Explain how teams function and use teamwork to solve marketing problems • Differentiate team leader/member roles and analyze effective leadership • Address employer expectations, work habits, discrimination, harassment and inequality • Use schedules/time management to meet deadlines • Measure team results and design methods to recognize/reward performance	• AM21(A–I) • AM20(A–D) • AM3(A–D) • §127.15(d)(2)	• Leadership simulation • Team scorecard • Workplace culture case
4	33–35	Unit 14 – Advanced Marketing Capstone: Integrated Business Solution	• Complete an integrated solution to an authentic marketing issue using yearlong research • Update market/SWOT analysis and marketing plan using collected evidence • Integrate branding, PR, purchasing, customer service, selling, ethics and management strategies as appropriate • Develop professional written, visual, financial/data and presentation deliverables • Present and defend the final solution to stakeholders/experts and finalize career portfolio	• AM1–21 • §127.15(d)(2)	• ACCESS: employer/postsecondary connection • Capstone defense • Professional portfolio
4	36	Semester 2 Exam & Advanced Marketing Showcase	• Cumulative written/performance assessment • Integrated marketing-management case with data/ethical decision making • Final capstone, portfolio and professional reflection	• Cumulative: AM1–21 • §127.15(d)(2)	• Stakeholder showcase • Pathway transition review

Advanced Marketing TEKS Coverage Checklist

Coverage verification: All 21 Advanced Marketing strands and all student expectations in §127.268 are intentionally addressed. §127.15(d)(2) Employability Skills are integrated throughout.

Strand	SEs	Knowledge & Skills Focus	YAG Placement	Coverage
AM1	A–C	In-depth marketing research project, expert consultation, expert presentation	Units 1, 6–7, 14	100%
AM2	A–C	Market analysis, SWOT, marketing plan	Units 2, 8, 14	100%
AM3	A–F	Management levels/styles, HR, compliance, customer relations, facilities	Units 3, 11, 13	100%
AM4	A–B	Professional media, organizations and networking	Unit 1	100%
AM5	A–B	Business communication and meeting protocol	Units 1, 7, 9, 14	100%
AM6	A–B	Marketing trends and emerging technologies	Unit 4	100%
AM7	A–B	Cultural diversity and legal responsibilities	Unit 4	100%
AM8	A–I	International markets/trade, exchange rates, culture, labor	Unit 5	100%
AM9	A–E	Marketing research importance, areas, test marketing, trends, limitations	Unit 6	100%
AM10	A–G	Research process, collection, technology, study, analysis, report, recommendations	Units 6–7	100%
AM11	A–C	Branding, warranties/guarantees, package/brand/label	Unit 8	100%
AM12	A–B	Product laws/regulations/self-regulation and consumer protection	Unit 8	100%
AM13	A–C	Publicity materials, PR activities and publicity impact strategies	Unit 9	100%
AM14	A–E	Purchasing cycle, suppliers, negotiation, ordering and evaluation	Unit 10	100%
AM15	A–C	Discounts, vendor terms/policies and final cost	Unit 10	100%
AM16	A–C	Customer satisfaction, service/follow-up and customer communication	Units 3, 11, 14	100%
AM17	A–C	Sales/financial quotas and sales records	Unit 12	100%
AM18	A–B	Career requirements and training/degree programs	Unit 1; Unit 14 reinforcement	100%
AM19	A–E	Relational expressions, data/measurement, problem analysis, charts/graphs, operational data	Units 2, 5–7, 10, 12, 14	100%
AM20	A–D	Legal/ethical workplace decision making and consequences	Units 3–4, 8–9, 13–14	100%
AM21	A–I	Teams, leadership, work habits, discrimination/harassment, time management, team results/rewards	Units 10–14	100%
Employability	§127.15(d)(2)	Advanced CTE employability skills	Integrated throughout	100%

Implementation Notes

- The double-blocked structure should be used for authentic, extended marketing work rather than simply doubling lecture time. Research labs, client/business cases, data analysis, presentations, role plays, simulations, campaign development and capstone production should be routine.
- The in-depth marketing research expectation in AM1 is introduced early, formally developed in Semester 1, and carried into the Semester 2 capstone. The instructional units themselves do not cross the semester boundary.
- Students should use spreadsheets and other appropriate technology to analyze research, sales, purchasing and operational data and to construct charts, tables and graphs required by AM19.
- ACCESS should support marketing career exploration, postsecondary/credential research, employer and expert connections, and pathway transition planning.
- Extended learning through CTSOs, professional associations, competitions, guest experts and authentic community/business partners is strongly encouraged where available.
- Weeks 18 and 36 are reserved for cumulative semester exams.