Table 33. Career Field 15: Marketing Codes (04xxxx)

Subject Code	Description	Suggested Subject Area for Credit	Core Subject Area (for HQT)
040805	**Introduction to Marketing** Broad preparation for careers that help identify and understand target audience needs and wants, generate demand, or get a good, service or idea to that audience. This can be the first course for all marketing, business administration or hospitality and tourism pathways.	CTA, BUS	—
040810	**Marketing Management** Educational programs in marketing management prepare learners for careers requiring broad, cross-functional knowledge of marketing and management. These functions include supply-chain management, marketing-information management, pricing, product/service management, marketing communications, and selling.	CTA, BUS	—
040815	**Marketing Communications** Preparation for careers that inform, remind, and/or persuade a target audience including advertising, public relations, and multimedia marketing communications.	CTA, BUS	—
041900	**Supply Chain Management (New Title)** Preparation for the strategic operation and management of marketing systems with emphasis on logistics components, including purchasing and warehousing.	CTA, BUS	—
042010	**Leadership** Introductory, project-based course that develops student understanding and skills in such areas as communications, emotional intelligence, self-management, operations and professional development. This is a recommended first course for the High School of Business pathway.	CTA, BUS	—
042015	**Wealth Management** Project-based course that develops student understanding and skills in such areas as economic decision-making, time value of money, financial management and types of investment. This is a recommended second course for the High School of Business pathway.	CTA, BUS	—
042020	**Principles of Business** Project-based course that develops student understanding and skills in such areas as business law, economics, financial analysis, human resources management, marketing, operations, information management, and strategic management. This is the recommended third course for the High School of Business pathway.	CTA, BUS	—
042025	**Principles of Economics** Introductory, project-based course that develops student understanding and skills in such areas as consumer spending, government politics, economic conditions, legal issues, and global competition. This is the recommended fourth course for the High School of Business pathway.	CTA, BUS	—

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042030	**Principles of Marketing** Introductory, project-based course that develops student understanding and skills in the functional areas of marketing including channel management, marketing information-management, marketing planning, pricing, product/service management, promotion and selling. This is a recommended fifth course for the High School of Business pathway.	CTA, BUS	—
042035	**Principles of Finance** Project-based course that develops student understanding and skills in such areas as accounting and finance including financial statements, financial ratios, operating and overhead costs, internal controls, budgets and corporate financial data analysis. This is the recommended sixth course for the High School of Business pathway.	CTA, BUS	—
042040	**Principles of Management** Project-based course that develops student understanding and skills in all areas of management including project management, human resources management, knowledge management, quality management, risk management and legal and ethical issues in management. This is the recommended seventh course for the High School of Business pathway.	CTA, BUS	—
042045	**Business Strategies** Capstone course that requires extensive student decision-making to finalize marketing, financial and management plans and incorporate them into a business plan. This is the recommended final course for the High School of Business pathway.	CTA, BUS	—
044110	**Entrepreneurship** Preparation for starting new ventures that create, power and change business activity – meaning new markets, new products, new production methods and new businesses.	CTA, BUS	—
044100	**Introduction to Entrepreneurship** Preparation for the early business stages of starting new ventures that create, power and change business activity – meaning new markets, new products, new production methods and new businesses.	CTA, BUS	—