

## **Marketing Career Field Pathway Course Titles and Descriptions**

### **Marketing**

#### **S5**

#### **Pathway Courses**

Business Foundations<sup>1</sup>  
Digital Marketing and Management  
Integrated Marketing Communications  
Logistics Management<sup>4</sup>  
Management Principles  
Marketing Applications  
Marketing Principles<sup>2</sup>  
Marketing Research  
Merchandising and Buying  
Operations Management<sup>4</sup>  
Professional and Technical Sales  
Strategic Entrepreneurship<sup>4</sup>  
Supply Chain Management<sup>4</sup>  
Marketing Capstone<sup>3</sup>

<sup>1</sup>Recommended first course in the Career Field; <sup>2</sup>Recommended first course in the Pathway; <sup>3</sup>Does not count as one of the required four courses; <sup>4</sup>CTAG available.

## **Business Foundations**

Subject Code: 141000

Business Foundations is the recommended first course in the Business and Administrative Services, Finance, Logistics and Supply Chain Management and Marketing Career Field pathways. Learners will develop foundational professional skills, in addition to exploring fundamental business activities and concepts. This course also includes introductory learning outcomes from each of the four related pathways.

## **Digital Marketing and Management**

Subject Code: 144015

Digital Marketing and Management explores how businesses identify and apply tools, strategies and processes to communicate digitally with targeted customers. Learners will develop knowledge and skills in the use of multiple digital marketing strategies, including social media, e-mail, websites, mobile marketing, etc. This course also incorporates learning outcomes in project, process and information management.

## **Integrated Marketing Communications**

Subject Code: 144010

Integrated Marketing Communications explores how businesses create, execute and evaluate strategies and content for advertising, sales promotion and publicity. Learners will develop knowledge and skills in project management, branding and marketing communication creation and evaluation. This course also includes learning outcomes in market research and planning, and business applications for content and communication design.

## **Logistics Management**

Subject Code: 142030

Logistics Management explores how businesses develop plans and networks to move materials, information, products and services through organizations. Learners will develop knowledge and skills to design receiving and fulfillment processes, conduct inventory management and plan for preventative maintenance and compliance. This course also includes learning outcomes in global business and project management.

## **Management Principles**

Subject Code: 141025

Management Principles explores how businesses plan, organize and lead functions of management to direct staff towards goal achievement. Learners will develop knowledge and skills in relationship management, business governance, change and project management. This course also includes competencies in strategic planning and data and information management to promote problem-solving and decision-making skills.

## **Marketing Applications**

Subject Code: 144005

Marketing Applications explores how to develop and implement marketing strategies across the marketing functions, including channel management, marketing research, market planning, pricing and product and service management and development. Learners will develop skills and knowledge to increase the efficiency and effectiveness of marketing techniques. This course also includes learning outcomes in managerial accounting and business communication management.

## **Marketing Principles**

Subject Code: 144000

Marketing Principles is the recommended second course in the Marketing pathway. Learners will develop fundamental skills and knowledge of the marketing functions, including marketing communications, marketing research, pricing, selling and branding. This course also includes learning outcomes in product and service development and social media communications.

## **Marketing Research**

Subject Code: 144020

Marketing Research explores how to conduct qualitative and quantitative marketing research using primary and secondary data. Learners will develop skills and knowledge to gather, synthesize, evaluate and disseminate marketing information for use in business decision-making or to address a specific marketing need. This course also includes learning outcomes in project management and data analysis.

## **Merchandising and Buying**

Subject Code: 144025

Merchandising and Buying explores how businesses determine what to buy, when to buy, how much to buy and from whom to buy products for resale. Learners will develop knowledge and skills to develop a product mix, apply display and visual merchandising techniques and implement sales support activities. This course also includes learning outcomes in corporate social responsibility, relationship management and supply chain management.

## **Operations Management**

Subject Code: 142020

Operations Management explores how to plan, organize and monitor day-to-day business activities. Learners will develop knowledge and skills to plan production activities, promote workplace safety and manage inventory, quality control and operational risk. This course also includes learning outcomes in facilities management and managerial accounting.

## **Professional and Technical Sales**

Subject Code: 144030

Professional and Technical Sales will explore sales processes and techniques used in a business-to-business environment. Learners will develop knowledge and skills to develop and maintain positive business relationships, in addition to negotiating and adjusting prices and sales terms. This course also includes learning outcomes in marketing and business communications, including marketing research, information management and social media communications.

## **Strategic Entrepreneurship**

Subject Code: 141030

Strategic Entrepreneurship explores how individuals use innovation to generate ideas for new products and services, evaluate the feasibility of business ideas and develop a strategy for commercialization. Learners will develop knowledge and skills to select target markets, profile target customers, define a business mission and develop a business plan. This course also includes learning outcomes in financial analysis and evaluation.

## **Supply Chain Management**

Subject Code: 142025

Supply Chain Management explores how businesses facilitate the flow of goods from the point of origin to the point of consumption. Learners will develop skills and knowledge to track supply chains and measure their effectiveness and efficiency. They will also learn to identify opportunities to improve service levels, quality and costs through supply chains and select strategies for improving customer and supplier relationships. This course also includes learning outcomes in project management and business process analysis.

## **Marketing Capstone**

Subject Code: 144035

Students will apply knowledge, attitudes and skills that were learned in a Marketing program in a more comprehensive and authentic way in this capstone course. Capstones often include project-/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or apprenticeship.