

Middle School Marketing Courses

Subject Code	Course Title	Curriculum Codes/Hours		
Marketing (S5)		VT	V3	VM
141000	Business Foundations	60-280	60-280	30-90
144000	Marketing Principles	60-280	60-280	30-90
990364	Career Connections			30-60

Curriculum Code	Grades	CTE Funded	Assessment (WebXam)	Counts toward Concentrator Status
VT	7-12	Yes	Required	Yes
V3 ¹	7-12	Yes	Not Required	No
VM	7-10 ²	Yes	Not Required	No

- To offer Career-Technical Education Middle School Courses and receive funding, schools are required to complete a CTE-26 application.³
- Students enrolled in Career-Technical Education Middle School Courses are eligible to participate in related Career-Technical Student Organizations (CTSOs).
- Awarding high school credit for a Career-Technical Middle School Course (VT, V3) is a local school district decision.
- VM courses do not count towards the minimum four course requirement for approved programs of study.

¹ V3 courses must be anchored to a VT.

² Career Connections (990364) can only be offered in grades 7-9.

³ If a 7-12 grade building has a currently approved CTE-26 on file, no additional CTE-26 is required, unless the program resides in a different building IRN.

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.

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.

Career Connections

Subject Code: 990634

Career Connections explores how classroom learning translates into marketable skills. Through hands-on learning and local business involvement, students will engage in career-related experiences to acquire basic skills in various career fields. These opportunities provide students with tangible experiences to begin career decision making. Teachers have the flexibility to select career fields relating to Ohio's in-demand jobs as well as skills and activities that align with local priorities.