

# Marketing

## Career Field Pathway and Course Structure

### Courses in Marketing (S5)

PATHWAY COURSES	SUBJECT CODE
Business Foundations <sup>1</sup>	141000
Marketing Principles <sup>2</sup>	144000
Marketing Applications	144005
Integrated Marketing Communications	144010
Digital Marketing and Management	144015
Marketing Research	144020
Professional and Technical Sales	144030
Merchandising and Buying	144025
Management Principles	141025
Strategic Entrepreneurship	141030
ELECTIVE COURSES	SUBJECT CODE
Marketing Capstone <sup>3</sup>	144035
International Business	141035
Fundamentals of Business and Administrative Services <sup>2</sup>	142000
Operations Management	142020
Supply Chain Management	142025
Logistics Management	142030
Human Resource Management	142035
Finance Foundations <sup>2</sup>	143000
Fundamentals of Financial Services	143020
Managerial Accounting	143015

<sup>1</sup>First course in the career field; <sup>2</sup>First course in the pathway; <sup>3</sup>Does not count as one of the required four courses  
 Students must take a minimum of three courses in the pathway.

#### **Business Foundations**

Subject Code: 141000

This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations within the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed.

#### **Marketing Principles**

Subject Code: 144000

This is the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing management, marketing research, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, economic principles and international business. Technology, leadership and communications will be incorporated in classroom activities.

### **Marketing Applications**

Subject Code: 144005

Students will develop and implement marketing strategies and techniques across marketing functions: channel management, marketing research, market planning, pricing, product/service management and branding. They will use marketing operations procedures and activities to ensure marketing's efficiency and effectiveness. Students will generate, screen, and develop new product ideas. They will predict economic trends and conditions and determine how cultural intelligence can impact organizations. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Integrated Marketing Communications**

Subject Code: 144010

Students will create, execute, and evaluate promotional strategies and content for advertising, sales promotion, and publicity/public relations. They will apply project management techniques to guide and control promotional campaign development and execution. Students will incorporate motivation theories, branding techniques and design principles in communications with targeted audiences. They will plan and implement procedures to use marketing communications that mitigate image or brand-damaging issues. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Digital Marketing and Management**

Subject Code: 144015

Students will apply tools, strategies and processes to communicate digitally with targeted customers. They will create, implement, and critique online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video or images and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create and repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Marketing Research**

Subject Code: 144020

Students will conduct qualitative and quantitative marketing research using primary and secondary data. They will gather, synthesize, evaluate, and disseminate marketing information for use in business decision-making or to address a specific marketing problem or issue. Students will apply project management techniques to guide and control marketing-research activities. They will use statistical techniques to evaluate marketing data. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Professional and Technical Sales**

Subject Code: 144030

In this course, students will demonstrate sales processes and techniques used in a business-to-business environment. They will develop, grow, and maintain positive business relationships. Students will monitor trends and the business environment to determine the impact on their sales, customers, and competitors. They will negotiate and adjust prices and sales terms. Students will manage sales activities and territories. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Merchandising and Buying**

Subject Code: 144025

Students will determine what to buy, when to buy, how much to buy, and from whom to buy products for resale. They will develop a product mix and apply display and visual merchandising techniques. Students will also implement sales support activities, process sales, track products, and plan merchandise flow. Students will establish and grow positive customer relationships. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Management Principles**

Subject Code: 141025

Students will apply management and motivation theories to plan, organize and direct staff toward goal achievement. They will learn to manage a workforce, lead change, and build relationships with employees and customers. Students will use technology to analyze the internal and external business environment, determine trends impacting business, and examine risks threatening organizational success. Ethical challenges, project management and strategic planning will also be addressed.

### **Strategic Entrepreneurship**

Subject Code: 141030

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

### **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.

### **International Business**

Subject Code: 141035

Students will evaluate global business strategies and market-entry methods for conducting business internationally. They will use technology to determine the impact of government, economics, geography, history, ethics and digital communication tools on global trade. Management of sourcing and procurement, quality, distribution and supply chain in a global environment will be emphasized. Students will identify financing options for international operations. They will also analyze the competitiveness of U.S. companies in the international marketplace.

### **Fundamentals of Business and Administrative Services**

Subject Code: 142000

This is the first course specific to the Business and Administrative Services career field. It introduces students to the specializations offered in Business and Administrative Services. Students will obtain fundamental knowledge and skills in general management, human resources management, operations management, business informatics and office management. They will acquire knowledge of business operations, business relationships, resource management, process management and financial principles. Students will use technological tools and applications to develop business insights.

## **Operations Management**

Subject Code: 142020

Students will learn to plan, organize, and monitor day-to-day business activities. They will use technology to plan production activities, forecast inventory needs, and negotiate vendor contracts. Students will also calculate break-even, set cost-volume-profit goals, and develop policies and procedures to promote workplace safety and security. They will design sustainability plans and use lean and six sigma principles to plan for quality improvement. Corporate social responsibility, ethics, risk management and compliance will be emphasized.

## **Supply Chain Management**

Subject Code: 142025

Students will determine how to facilitate the flow of goods from the point of origin to the point of consumption. Students will utilize technology to track supply chains and measure their effectiveness and efficiency. They also will identify opportunities to improve service levels, quality and costs through supply chains and select strategies for improving customer and supplier relationships. International business, business process analysis, project management, internal controls and compliance will be emphasized.

## **Logistics Management**

Subject Code: 142030

Students will develop plans and networks to move materials, information, products and services through organizations. Students will analyze transportation cost structures and reverse logistics' costs. They will utilize technology to evaluate warehouse size and space layouts. Students will also design receiving and fulfillment processes and develop preventive maintenance schedules. Requirements for the treatment, storage, and disposal of hazardous materials will be emphasized. Project management techniques and international business will be examined.

## **Human Resource Management**

Subject Code: 142035

Students will develop human resources strategies to obtain, retain, and effectively use talent throughout the organization. Students will utilize technology to create job applications, job descriptions, and job profiles to support the talent acquisition process. They will learn to recruit applicants, administer employment assessments, conduct background investigations, and make and communicate hiring decisions. Students will also develop employee handbooks and establish performance improvement processes. Rewards and recognition practices, relationship management and compliance will be addressed.

## **Finance Foundations**

Subject Code: 143000

This is the first course specific to Finance. It introduces students to the specializations offered in the career field. Students will obtain fundamental knowledge and skills in accounting, banking services, corporate finance, insurance, and securities and investments. They will acquire knowledge of financial analysis and application, business law and ethics, economics, international business and business relationships. Knowledge management and information technology will be emphasized. Employability skills, leadership and communications will be incorporated in classroom activities.

## **Fundamentals of Financial Services**

Subject Code: 143020

Students will develop knowledge and skills needed in the banking, insurance and investment industries. They will analyze banking products and services, determine ways in which insurance reduces risk, and calculate insurable losses. Students will also learn to sell financial products and build positive relationships with clients and colleagues. They will use financial ratios to evaluate company performance and select profitable investments for clients. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

**Managerial Accounting**

Subject Code: 143015

Students will use financial information to make strategic business decisions. They will monitor business profitability, measure the cost-effectiveness of expenditures, prepare budget and forecast reports, and set achievable business financial goals. Students will also use critical information on financial documents to determine risks to short-term and long-term business success. Technology, employability skills, leadership and communications will be incorporated in classroom activities.