

Business & Industry Pathway – Marketing



PRINCIPLES OF BUSINESS, MARKETING & FINANCE

KISD #: 916618

PEIMS: 13011200

Grades: 8-11

1.0 Credit

Prerequisite: None

Students gain knowledge and skills in economies, private enterprise, impact of global business, marketing and advertising, business and personal finance. A variety of engaging learning activities provide the foundation for future courses in the business, marketing, and finance clusters.

SOCIAL MEDIA MARKETING

KISD #: 959218

PEIMS: 13034650

Grades: 10-12

0.5 Credit

Prerequisite: Principles of Business, Marketing and Finance for 10th graders in 2021-2022 and beyond

Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

SPORTS AND ENTERTAINMENT MARKETING

KISD #: 958818

PEIMS: 13034600

Grades: 10-12

0.5 Credit

Prerequisite: Principles of Business, Marketing and Finance for 9th graders in 2021-2022 and beyond

Students will gain knowledge of marketing concepts and theories that apply to sports and entertainment. This course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

ADVERTISING

KISD #: 959518

PEIMS: 13034200

Grades: 10-12

0.5 Credit

Prerequisite: None

Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion.

ENTREPRENEURSHIP

KISD #: 959418

PEIMS: 13034400

Grades: 10-12

1.0 Credit

Recommended Prerequisite: Principles of Business, Marketing and Finance

The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

FASHION MARKETING

KISD #: 959018

PEIMS: 13034300

Grades: 10-12

0.5 Credit

Prerequisite: Principles of Business, Marketing and Finance for 9th graders in 2021-2022 and beyond

Students will gain knowledge of the various business functions in the fashion industry, including the importance of fashion; knowledge of fashion history and how it relates to today's fashion, along with distinguishing among terms used in the industry. Students will gain a working knowledge of promotion, textiles, merchandising, pricing, selling, visual merchandising, and career opportunities in the fashion industry.

SPORTS AND ENTERTAINMENT MARKETING II

KISD #: 958918 **PEIMS:** N1303422
Grades: 11-12 **0.5 Credit**
Prerequisite: Sports and Entertainment Marketing

Students will develop a thorough understanding of advanced marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of branding, sponsorships, and endorsements, as well as promotion plans needed for sports and entertainment events. The course also supports career development skills and explores career options.

ENTREPRENEURSHIP II

KISD #: 959318 **PEIMS:** N1303423
Grades: 11-12 **1.0 Credit**
Prerequisite: Entrepreneurship

Students will learn the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

Industry Certification: Entrepreneurship and Small Business

MARKETING - PROJECT BASED RESEARCH

KISD #: 947118 **PEIMS:** 12701500
Grades: 12 **1.0 Credit**
Recommended Prerequisite: 1 credit of Marketing cluster courses

This is a course for students to research a real-world problem. Students are matched with a mentor from the business or professional community to develop an original project on a topic related to career interests. Students use scientific methods of investigation to conduct in-depth research, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings.

Approval Process: Yes

ADVANCED MARKETING

KISD #: 960018 **PEIMS:** 13034700
Grades: 12 **2.0 Credits**
Prerequisite: One credit of marketing courses – does NOT include Principles of Business, Marketing & Finance

In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

CAREER PREPARATION I

KISD #: 967718 **PEIMS:** 12701300
Grades: 11-12 **2.0 Credits**

EXTENDED CAREER PREPARATION I

KISD #: 967618 **PEIMS:** 12701305
Grades: 11-12 **3.0 Credits**
Prerequisite: At least 16 years of age and valid work documentation (such as a Social Security card) and Approval Process

A work-based learning program that combines occupationally related classroom instruction and work-based experiences. Students are expected to be enrolled in the career preparation program the entire school year and must have reliable transportation to/from the training site each day. A student not employed at an approved training station prior to the ninth day of school shall have a schedule change removing him/her from the Career Preparation program. The student must be in a paid position and may not be employed by a relative. The student will receive an employer evaluation each grading period as one component of the nine-week average.

Approval Process: Yes

Transportation Needed: Yes

CAREER PREPARATION II

KISD #: 967918 **PEIMS:** 12701400
Grades: 12 **2.0 Credits**

EXTENDED CAREER PREPARATION II

KISD #: 967818 **PEIMS:** 12701405
Grades: 12 **3.0 Credits**
Prerequisite: Career Preparation I
At least 16 years of age and valid work documentation (such as a Social Security card) and Approval Process

Students who completed Career Preparation during grade 11 and are continuing employment at an approved training location. Students are encouraged to either seek employment in a different training location or assume additional responsibilities and leadership roles for the same employer.

Students are expected to be enrolled in the career preparation program the entire school year and must have reliable transportation to/from the training site each day. A student not employed at an approved training station prior to the ninth day of school shall have a schedule change removing him/her from the Career Preparation program. The student must be in a paid position and may not be employed by a relative. The student will receive an employer evaluation each grading period as one component of the nine-week average.

Approval Process: Yes

Transportation Needed: Yes