

## **MARKETING EDUCATION COURSE CODES & DESCRIPTIONS**

<b>Fundamentals of Marketing</b>	<b>040001</b>	<b>52.1401</b>
An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Marketing Education internship to support classroom instruction.		
<b>Advanced Marketing</b>	<b>040002</b>	<b>52.1402</b>
An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management. The program may utilize the Marketing Education internship to support classroom instruction.		
<b>Management</b>	<b>040005</b>	<b>52.0701</b>
An instructional program that generally describes the planning, organizing and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions, and decision making.		
<b>Retailing</b>	<b>040006</b>	<b>52.1802</b>
An instructional program that prepares individuals to apply marketing skills in retail establishments. Principles, practices and procedures are taught as related to the field of retailing.		
<b>Salesmanship</b>	<b>040007</b>	<b>52.1804</b>
An instructional program that prepares individuals to apply marketing skills in a selling capacity in any industry, or to advance to more specialized training in marketing.		
<b>Business Administration</b>	<b>040008</b>	<b>52.1401</b>
An instructional program that generally describes the processes of purchasing, selling, producing, and interchanging of goods, commodities, and services in profit making and non-profit public and private institutions and agencies.		
<b>Advertising</b>	<b>040009</b>	<b>52.1401</b>
An instructional program that describes the creation, execution, transmission, and evaluation of commercial messages concerned with the promotion and sales of products and services.		

**Business Ownership & Management**      **040010**      **52.0701**  
An instructional program that prepares individuals to undertake the formation and operation of small business enterprises (including franchise operations) for the purpose of marketing a product line or service, with emphasis given to the management, social responsibilities, legal requirements, and risks involved in the conduct of a private enterprise.

**Entrepreneurship**      **040011**      **52.0701**  
An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

**Free Enterprise/Economics**      **040012**      **52.0701**  
An instructional program to provide the student with an understanding of the Free Enterprise economic system and application of the Free Enterprise concept to modern business situations.

**Fashion Merchandising**      **040013**      **52.1802**  
A program that prepares individuals to promote product lines/brands, and organize promotional campaigns at the wholesale level to attract retailer interest, wholesale purchasing, and supply contracts. Includes instruction in wholesaling, wholesale advertising, selling, and customer relations.

**Sports and Entertainment Marketing**      **040014**      **52.1804**  
An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

**Internet Marketing**      **040015**      **52.0208**  
An instructional program that included marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to-business, business-to-consumer, or consumer-to-consumer.

**International Marketing**      **040016**      **52.1403**  
A program that prepares individuals to perform marketing activities in enterprises primarily engaged in exporting or importing goods and services in world markets. Includes instruction in international trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues, and international public relations.

**Travel and Tourism**      **040017**      **52.0903**

A program that prepares individuals to manage travel related enterprises and related convention and/or tour services. Includes instruction in travel agency management tour arranging and planning, convention and event planning, travel industry operations and procedures, tourism marketing and promotion strategies, travel counseling, travel industry law, international and domestic operations, and travel and tourism policy.

**Hospitality Management**

**040018**

**52.0903**

A program that prepares individuals to serve as general managers and directors of hospitality operations on a system-wide basis, including both travel arrangements and promotion and the provision of traveler facilities. Includes instruction in principles of operations in the travel and tourism, hotel and lodging facilities, food services, and recreation facilities industries; hospitality marketing strategies; hospitality planning; management and coordination of franchise and unit operations; business management; accounting and financial management; hospitality transportation and logistics; and hospitality industry policies and regulations.

**Leadership in the Workplace**

**040019**

**52.0701**

This project-based leadership course develops student understanding and skills in such areas as emotional intelligence, professional development, and communication. Students acquire an understanding and appreciation of the need for leadership at school, at home, and in the community. The capstone activity of the course is the implementation of a service-learning project. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. Suggested for 9<sup>th</sup> and 10<sup>th</sup> grades.

**Marketing Research**

**040021**

**52.1402**

An instructional program that prepares individuals to provide analytical descriptions of consumer behavior patterns and market environments to marketing managers and other business decision-makers. Includes instruction in survey research methods, research design, new products test marketing, exploratory marketing, consumer needs and preferences analysis, geographic analysis, and applications to specific products and markets.

**Marketing Education Internship**

**040080**

**52.1402**

Students are placed in employment that directly contributes to the development of the competencies necessary for successful employment in the field of marketing. The student must be concurrently enrolled in a marketing course. This is a cooperative vocational education program and must follow guidelines established for these programs. *(Link guidelines to cooperative vocational education policy letter 4)*