

Marketing Program Code: 0404

Cluster: Marketing #14

Complete Course Units: <http://dese.mo.gov/college-career-readiness/career-education/business-marketing-information-technology-education-30> (Individual course unit titles are listed under each course, where available.)

Advanced Marketing (Marketing II)

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.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-marketingII-objectives.pdf>

Instructional Framework: <http://dese.mo.gov/sites/default/files/MarketingII-Framework.pdf>

Course Standards: <http://dese.mo.gov/sites/default/files/MarketingII-Standards.pdf>

National Standards: http://www.mbaresearch.org/images/PDFs/MarketingCluster_2.pdf

Advertising

An instructional program that describes the creation, execution, transmission and evaluation of commercial messages concerned with the promotion and sales of products and services.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-advertising-objectives.pdf>

Cooperative Career Education 1 (Program Code 0304)

An instructional program that provides essential skills for career planning and advancement. It helps students develop occupationally specific skills and career development competencies in a cross-section of career areas. An internship component that matches the student career goals is also provided.

Cooperative Career Education 2 (Program Code 0304)

An instructional program offering preparation for employment in a wide range of occupations. Students enrolled in the program will receive classroom training and supervised employment in a variety of occupational areas, including agribusiness, office, marketing, health and trades. Where enrollment in a particular occupational area is sufficient or where more than one teacher-coordinator is employed, instruction should be delivered through occupationally specific programs. CCE programs may operate as either:

- (a) Two consecutive years of enrollment, with the junior year for classroom preparation for employment and the senior year for specialized classroom occupational training with supervised employment. It is recommended that only students with senior standing be placed in supervised employment.
- (b) A senior year only offering, with or without prerequisites to qualify applicants, that has specialized classroom occupational training with supervised employment.

Entrepreneurship

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.

Course Objectives: https://dese.mo.gov/sites/default/files/bmit-entre-objectives_0.pdf

Fashion Merchandising

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. This course includes instruction in wholesaling, wholesale advertising, selling and customer relations.

Fundamentals of Marketing (Marketing I)

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.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-marketing1-objectives.pdf>

Instructional Framework: <http://dese.mo.gov/sites/default/files/MarketingI-Framework.pdf>

Course Standards: <http://dese.mo.gov/sites/default/files/MarketingI-Standards.pdf>

National Standards: http://www.mbaresearch.org/images/PDFs/MarketingCluster_2.pdf

Hospitality Management

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

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 9th and 10th grades.

Management

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.

Marketing Research

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.

Retailing

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.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-retailing-objectives.pdf>

Sports and Entertainment Marketing

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.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-sportsandentertainment-objectives.pdf>

Supervised Marketing Experience (SME)

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.

Course Handbook: <http://dese.mo.gov/sites/default/files/MktgInternship.pdf>

Travel and Tourism

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.

MARKETING COURSE ENROLLMENT

2018-2019 Marketing Course Enrollments	Number of Districts	Number of Students
Advanced Marketing	67	1540
Advertising	20	451
Entrepreneurship	52	1397
Fashion Merchandising	6	177
Fundamentals of Marketing	104	7278
Hospitality Management	3	107
Leadership in the Workplace	14	488
Management	10	420
Marketing Research	2	2
Retailing	16	282
Sports and Entertainment Marketing	49	1452
Supervised Marketing Education Employment	67	1635
Travel and Tourism	7	138
Cooperative Career Education 1	9	398
Cooperative Career Education 2	4	102
Supervised CCE Employment	8	676