

8225 Advertising

Credit: .5

Prerequisite: None

Do you have what it takes to create the next big Super Bowl ad? This semester course introduces students to consumer behavior and advertising techniques; as well as explore print, broadcast, and online media sales promotion.

8230 Sports & Entertainment Marketing

Credit: .5

Prerequisite: None

Why do athletes and entertainers make so much money from endorsements? This semester-long course provides students with basic marketing strategies, advertising, sponsorship, and customer service in the sports and entertainment fields, to include sporting events, movies, TV, amusement parks, travel & tourism, theater, stadium design, event planning, and recording contracts. The business, financial, and legal aspects of the industry are discussed.

8210C Entrepreneurship

Credit: 1

Prerequisite: Advertising and Sports & Entertainment Marketing

Want to be your own boss? This year-long course provides you with the skills necessary to start and operate your own business. Analyze various forms of business ownership, marketing strategies to promote the business, and financial planning tools in order to be profitable. Learn how to create and write a business plan. This course can earn college credit based on Articulation agreements, which are subject to change.

8240C Advanced Marketing

Credit: 2

Prerequisite: One credit from the Marketing Cluster, recommended Practicum in Marketing or Entrepreneurship for Business & Industry Marketing declared Endorsement pathway. Marketing is a component of most careers. This course will cover marketing concepts including customer service, branding & extended products, finance (quotas and sales records), international factors, laws & regulations, management of selling, purchasing process & buying plans. Projects will include creating a public relations promotion for a business, investigating possible solutions to marketing issues; and researching and analyzing demands while forecasting sales. Students will illustrate appropriate management and research skills to solve problems related to marketing, with the use of technology, communication, and customer-service skills. This course can earn college credit based on Articulation agreements, which are subject to change.

Practicum in Marketing**8250W (1st time taken)****8251 (2nd time taken)**

Credit: 2

Prerequisite: Advertising, Sports & Entertainment, and Entrepreneurship; Student must complete interest form for enrollment and attend a meeting with the instructor. Students will participate in a teacher-approved training station (onsite or offsite, paid or unpaid) for continuation in this course; must be a minimum age of 16 and hold a valid work documentation to enroll in a paid practicum experience working at least 10 hours per week. Transportation to and from the training station is the responsibility of the student. Workplace visits required by teacher of record every 6 weeks. Training station evaluation will count as 30% of the student's grade. This course requires employment to allow students to become proficient in a marketing area. The coursework will focus on customer service, market research, and technology. Industry certification testing is offered to all students meeting testing requirement; see teacher for details.

Practicum in Marketing - Extended**8250EW (1st time taken)****8251E (2nd time taken)**

Credit: 3

Prerequisite: Advertising, Sports & Entertainment, and Entrepreneurship. Student must complete an interest form for enrollment and attend a meeting with the instructor. Extended is for students who work a minimum of 15 hours a week in a teacher-approved training station (paid or unpaid off site) for continuation in this course, must be a minimum age of 16 and hold a valid work documentation to enroll in a paid practicum experience. Transportation to and from the training station is the responsibility of the student. Workplace visits required by teacher of record every 6 weeks. Training station evaluation will count as 30% of the student's grade. This course completes the coherent sequence in the field of Marketing. This occupationally specific course is designed to provide classroom technical instruction and on-the-job training experiences. Students will work on fine tuning their Marketing skills, safety, work ethics, and job-related study in the classroom. Instructor will provide industry standard training. Industry certification testing is offered to all students meeting testing requirement; see teacher for details.