

CFISD Advanced Marketing Scope and Sequence

Course Description:

Advanced Marketing builds upon the ideals taught in previous Marketing courses. The course is intended for students interested in taking their marketing skills to the next level and developing an action plan for a successful future. This course includes instructional areas designed to provide an understanding of advanced marketing principles, careers in marketing and the importance of entrepreneurship in our economy. Major emphasis is placed on marketing principles, communication, market research, sales, career development, customer service and entrepreneurship. (2 Credits).

- Grades 11 – 12
- Required prerequisite: One credit from the courses in the Marketing Career Cluster.
- Lab supplies or fee may be required.

TEKS:

Cluster: Marketing

Program of Study: Marketing & Sales

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): Y
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N
- Satisfies advanced course requirement for Business & Industry endorsement

Industry Certification/Credentials: NA

Instructional Units	Pacing
<p>1st Grading Period</p> <ul style="list-style-type: none"> • Professionalism in Advanced Marketing <ul style="list-style-type: none"> ○ Listening 101 ○ Written Communication Practices ○ Public Speaking Basics ○ Employability Skills ○ CTSOs: Enhancing the Student Experience ○ Fundamentals of Marketing • The Purpose of Marketing Research <ul style="list-style-type: none"> ○ Marketing Research ○ Marketing Technology • Marketing Research Project <ul style="list-style-type: none"> ○ Researching Strategies & Tactics • Microsoft Word Certifications and Team Building Skills 	<p>1st Grading Period</p>

2nd Grading Period

- Market Identification
 - SWOT Analysis
 - Retailing & E-tailing: Shopping in Today's Marketplace

- Entering the Workforce
 - Citizenship Basics
 - Workplace Etiquette
 - Parliamentary Procedure Guidelines
 - Exploring Careers: Marketing

- The Role of Management
 - Organizational Structure
 - Managing People
 - Recruitment
 - Evaluating Applications & Résumés
 - Creating Employee Policies & Procedures
 - Evaluating Employees
 - Handling Complaints
 - Managing Diversity

**2nd Grading
Period**

- The International Side of Marketing
 - Global Industry
 - The Cultures of International Business
 - International Trade & Tariffs
 - International Finance & Exchange
 - Risks & Strategies in International Business

- Understanding Teamwork
 - Ethics in Business
 - Workplace Issues
 - Teamwork & Collaboration
 - Leadership Styles
 - Management of Energy, Money & Tasks

- Math in Marketing
 - Vendors, Buyers & Merchandisers
 - Mathematics in the Workplace

- Branding
 - Branding Basics
 - Product/Service Management
 - Consumer Rights

- Purchasing
 - Purchasing Procedures

**3rd Grading
Period**

<ul style="list-style-type: none"> • Sales and Customer Service <ul style="list-style-type: none"> ○ Steps to Superior Customer Service ○ Determining Sales Quotas ○ Records & Filing • Publicity <ul style="list-style-type: none"> ○ Public Relations Campaigns ○ Publicity: The Dangers & Benefits • End of Year Project <p>MOS Word Specialist and/or PowerPoint Certification</p>	<p>4th Grading Period</p>
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Primary Instructional Materials (used districtwide):

iCEV Multimedia, Ltd., Proclamation 2017

Supplemental Instructional Materials:

Knowledge Matters

Stukent