

CFISD Practicum in Marketing Scope and Sequence

Course Description:

This course allows students to apply marketing concepts and principles in the classroom and the workplace. In the classroom portion of the course, students will gain a working knowledge of marketing functions such as selling, advertising, display, the free enterprise system, inventory control systems, marketing mathematics, and resume writing. Students will also receive industry recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 10 hours per week at an approved training site and must be employed at that site within 10 school days after enrollment in the course. Students, age 17 and older, may opt to pursue their real estate license for an additional cost. (2 Credits)

- Grades 11 – 12
- Required prerequisite: At least one course in Marketing cluster or related area and age 16 with reliable transportation.
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- Satisfies advanced course requirement for Business & Industry endorsement.
- Lab supplies or fee may be required.

TEKS:

Cluster: Marketing

Programs of Study: Entrepreneurship and 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

Industry Certification/Credentials: Real Estate License

Instructional Units	Pacing
<p>Note: This is a work-based learning course</p> <p>Employability Skills</p> <p>Unit 1: Fundamentals of Marketing</p> <p>Unit 2: Economics</p> <p>Unit 3: Legal / Ethical Issues</p> <p>Unit 4: Mathematics Concepts/Communications/Interpersonal Skills</p> <p>Unit 5: The Selling Process</p>	<p>1st semester</p>
<p>2nd Semester</p> <p>Employability Skills</p> <p>Unit 6: Promotion</p> <p>Unit 7: Distribution/Purchasing/Inventory</p>	<p>2nd semester</p>

Revised Fall 2023

Unit 8: Pricing Unit 10: Product Planning Unit 11: Risk Management / Financing Careers	
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Primary Instructional Materials:

CEV Multimedia, Ltd.-ISBN 9781614592129

Supplemental Instructional Materials:

Knowledge Matters

Pioneer School of Real Estate