



Department of Career and Technical Education  
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Coordinated Plans of Study  
 for Career and Technical Education Scholarship

## Marketing Education

Marketing Management			Marketing Entrepreneurship			Sports/Entertainment Marketing		
Course Code	Description	No. of Cr	Course Code	Description	No. of Cr	Course Code	Description	No. of Cr
04080	Principles of Marketing	½ or 1	04080	Principles of Marketing	½ or 1	04080	Principles of Marketing	½ or 1
04081	Principles of Finance	½	04081	Principles of Finance	½	04210	Marketing I	½ or 1
04210	Marketing I	½ or 1	04082	Business Finance	½ or 1	04215	Marketing II	½ or 1
04215	Marketing II	½ or 1	04110	Principles of Entrepreneurship	½ or 1	04223	Management	1
04223	Management	1	04111	Entrepreneurship	½ or 1	04239	Principles of Sports & Entertainment Marketing	½
04290	School Based Enterprise	½, or 1	04210	Marketing I	½ or 1	04240	Sports & Entertainment Marketing	½ or 1
04310	International Marketing	½	04215	Marketing II	½ or 1	04290	School Based Enterprise	½ or 1
04077	Business Challenge I	½	04223	Management	1	04077	Business Challenge I	½
04078	Business Challenge II	½	04290	School Based Enterprise	½ or 1	04078	Business Challenge II	½
04079	Business Challenge III	½	04077	Business Challenge I	½	04079	Business Challenge III	½
04999	Cooperative Work Experience	½ or 1	04078	Business Challenge II	½	04999	Cooperative Work Experience	½ or 1
			04079	Business Challenge III	½			
			04999	Cooperative Work Experience	½ or 1			
Must complete at least 2 credits			Must complete at least 2 credits			Must complete at least 2 credits		