

## HIGH SCHOOL MARKETING EDUCATION COURSE CODES GRADES 9-12

*High school (grades 9-12) courses in Marketing Education **require 150 contact hours** per Career and Technical Education (CTE) credit.*

Course Code	Course Name	Recommended Grade Levels	Description	High School Credit Options*	License/credential Required**
04080	Principles of Marketing	9-12	To provide students with the objectives and benefits of a marketing education program and to prepare them for marketing careers. The role, functions, and institution of marketing in the economy and society, marketing career opportunities and requirements, career planning, and necessary personal characteristics for competencies for success.	½ or 1 <i>Max credit = 1</i>	License Code: 04006-CTE Marketing Education ♦ 5-12 or 9-12
04110	Principles of Entrepreneurship	9-12	To provide students with an introduction to entrepreneurship business opportunities and requirements as well as related career information and self-assessment opportunities. It covers entrepreneurship importance and concepts, characteristics of different business organizations and opportunities, entrepreneurial career examples, individual career assessment and planning, entrepreneurial projects, and simulations.	½ or 1 <i>Max credit = 1</i>	
04111	Entrepreneurship	9-12	To provide an opportunity for students to explore self-employment benefits versus risks and to develop specific competence in starting a small business. It covers the characteristics of an entrepreneur, economics and the nature of small business, feasibility study, Business Plan Development, type of ownership, location, financing, recordkeeping, management, promotion, legal issues, business protection, and assistance.	½ or 1 <i>Max credit = 1</i>	
04210	Marketing I	10-12	Marketing I is a course that develops student understanding and skills in business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resource management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning.	1 <i>Max credit = 1</i>	
04215	Marketing II ♦ Prerequisite: Marketing I or instructor approval.	11- 12	This course develops student understanding and skills in channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through projects, students acquire an understanding and appreciation for marketing activities. Current technology will be used to acquire information and to complete projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an ongoing component of the course.	1 <i>Max credit = 1</i>	

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04223	Management ◆ Prerequisite: Marketing I or instructor approval.	11-12	This course furthers student understanding and skills in the various marketing functions leading to decisions in business management. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. The importance of human resource management, personnel, and policies in business are discussed. Current technology will be used to acquire information to complete projects. Students are presented with problem-solving situations for which they apply academic and critical-thinking skills.	1 <i>Max credit = 1</i>	License Code: 04006-CTE Marketing Education ◆ 5-12 or 9-12
04235	Social Media Marketing	9-12	Social Media Marketing presents online social networking as a business strategy designed to increase customer loyalty and inquiry conversion. Students will study major social media channels and marketing campaign techniques and evaluate contemporary and emerging tools in the digital marketplace, including social bookmarking and techniques to drive social media traffic. Analyses of social media effectiveness will also be explored.	½ or 1 <i>Max credit = 1</i>	
04239	Principles of Sports and Entertainment Marketing	9-12	To prepare students for marketing occupations in the area of sports and entertainment. This course prepares students interested in sports or entertainment marketing who wish to continue exploring marketing and business-related careers. The course will include an introduction to marketing and business concepts and foundations, including the business and marketing core concepts.	½ <i>Max credit = ½</i>	
04240	Sports and Entertainment Marketing	10-12	To prepare students for marketing occupations in the area of sports and entertainment. Look at the exciting and dynamic sports and entertainment marketing field. One of the largest industries in the world, sports marketing provides a unique way of looking at the business world. This course will focus on the two main aspects of sports and entertainment marketing: 1) The marketing of sports and entertainment and 2) The marketing of non-sports products and services through sports. You will discover why companies pay to be associated with a team or entertainer; how to develop ticket plans to fill the seats in the arena; why targeting your marketing efforts is so important; and more.	½ or 1 <i>Max credit = 1</i>	
04245	Hospitality and Tourism Marketing	9-12	To provide the student with an understanding of one of the largest industries in the world. Specific applications include marketing, promoting, and selling products of airlines, international travel, ground transportation, cruising, hotel and lodging, restaurants, and tours. Students will learn the importance of hospitality and tourism's economic impact.	½ or 1 <i>Max credit = 1</i>	

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04081	Principles of Finance	9-12	To prepare students to develop and understand skills such as the value of money, financial management, investments, and economic decision-making. Students will understand and appreciate the need for personal financial management and investing. The course will help students understand their role and responsibility in the financial future.	$\frac{1}{2}$ <i>Max credit = <math>\frac{1}{2}</math></i>	License Code: 04006-CTE Marketing Education ♦ 5-12 or 9-12
04082	Business Finance	10-12	The student will expand their understanding of finance in this course. Students develop their knowledge and skills in business law, communications, compliance, customer relations, economics, financial analysis, financial information management, human resources, and marketing. Emphasis is placed on the analysis and purchase of securities and investments and the need for effective customer relationship management and information management in finance.	$\frac{1}{2}$ or 1 <i>Max credit = 1</i>	
04290	School-Based Enterprise	10-12	To prepare students for employment. Provides a model store complete with modern business equipment. Retail operation and marketing activities integrated with classroom learning, including involvement in real work situations, various store responsibilities, and other relevant activities; participation in total store operations by student rotation through the store departments of management, merchandising, sales promotion, and controlling.	$\frac{1}{2}$ , 1, or 2 <i>Max credit = 2</i>	
04310	International Marketing	11-12	The content of the International Marketing course focuses on marketing concepts applicable to international marketing business policies, practices, and strategies. Local/state and major international, and regional trade profiles regarding International Marketing functions, institutions, cultures, social environments, natural trade resources, political/financial factors, laws/regulations, and significant economic variables are addressed. Students develop international marketing plans for selected products and services. International marketing career opportunities and requirements are emphasized.	$\frac{1}{2}$ <i>Max credit = <math>\frac{1}{2}</math></i>	

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04950	Capstone-Marketing Education	11-12	<p>This course is the culminating and integrative experience designed to allow students to expand their knowledge in their career pathways. It is a project-based course that would take a student through the design process to a finished product, incorporating 21st Century Skills, thinking critically, and solving challenging problems. The course would include a major project, engaging in extended learning and/or an internship. The student must be able to demonstrate through their project all that they have learned in their program of study by applying it. Each capstone project should incorporate the broader community, some aspect of “giving back” to others, encouraging students to connect their project (s) to the community or to integrate outside-of-school learning experiences.</p> <p>Key Requirements:</p> <ol style="list-style-type: none"> <li>1. Students would meet with the Capstone team (teacher, career advisor, administrator, and parent).</li> <li>2. Lay out a plan of study (Individual CTE Learning Plan) to meet the goal determined by the Capstone team.</li> <li>3. Capstone team would monitor progress (assessment) and either add to or change the individual learning plan to meet the student goals.</li> <li>4. Maintain a portfolio of learning outcomes.</li> </ol>	<p style="text-align: center;">½ or 1 <i>Max credit = 2</i></p>	<p style="text-align: center;">License Code: 04006-CTE Marketing Education ♦ 5-12 or 9-12</p>

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04999	Cooperative Work Experience	11-12	<p>Provides students with a regularly scheduled, supervised employment opportunity related to Marketing and Related Occupations to develop and improve work skills. The employment must be preceded by, or concurrent with, classroom instruction related to the work experience, consistent with the student's occupational goals, and related to the Marketing Education program area. There shall be a training agreement among all partners regarding the work experience (school, employer, student, and parents/guardians) outlining the expectations of each party. The instructor shall also develop a specific training plan with the employer for each student placed. The training plan shall include provisions for assessing student progress and on-site visits by the instructor during the student's placement.</p> <p><b>Note: Students must be at least 16 years old and may be paid a wage by the employer.</b></p>	<p>Maximum of ½ credit per semester, not to exceed 4 credits while in high school</p> <p><i>Max credit = 4</i></p>	<p>License Code: 04006-CTE Marketing Education ♦ 5-12 or 9-12</p>

\* High school curricular requirements are spelled out in NDCC 15.1-21-02, and High school unit - instructional time is NDCC 15.1-21-03. Maximum credit refers to the maximum units of credit a student may earn for a course over four years of high school. (Example: Band - a student may be enrolled in band all four years of high school -- earning a possible total of four units of credit.)

\*\* Please refer to the second page of the teacher's North Dakota Educator's Professional license to verify which subject areas a teacher is qualified to teach. Licenses and endorsements are obtained on a teaching license from the Education Standards and Practices Board (ESPB).

Credentials are obtained from the Department of Public Instruction (DPI) and issued to individuals with a teaching license.