

MARKETING 52.1800.20

Program Description, Industry Credential, Coherent Sequence, and Teacher Certification

PROGRAM DESCRIPTION

The **Marketing** instructional program prepares students to conduct the critical business functions associated with directing the flow of products and services from the producer to the consumer. Students who successfully complete the **Marketing** program's coherent sequence of instruction will develop an in-depth, practical understanding of economic principles, human resource skills, and marketing concepts as they relate to the essential functions of marketing: distribution, financing, information management, product planning, promotion, purchasing, risk management, and sales. The **Marketing** program includes instruction in market research, economics, marketing budgets, creative development and design, and marketing foundations and functions – with an emphasis on public relations, advertising, branding, promotion, product and service management, pricing, and distribution. Specialized programs of study within the **Marketing** instructional program may include sports and entertainment marketing, hospitality marketing, or advertising and public relations. Throughout the **Marketing** instructional program students develop knowledge and skills common to entrepreneurs and entrepreneurship, including the human characteristics vital for entrepreneurial thinking in a twenty-first century global world. Throughout the **Marketing** instructional program, students learn and practice valuable real-world skills using industry standard office productivity software to perform and support vital business functions.

The **Marketing** Career and Technical Education program is delivered as a coherent sequence of courses designed to offer students knowledge and skills that meet the needs of the workplace. The Professional Skills developed by business and industry leaders across Arizona are integrated throughout the program. Marketing students develop leadership, social, civic, and career skills through participation in the state-recognized Career and Technical Student Organization, DECA.

The **Marketing** instructional program prepares students for entry-level employment, further training, and/or post-secondary education for these and other occupations: Account Executive, Advertising Manager, Advertising Sales Agent, Advertising Sales Director, Advertising, Promotion, or Marketing Manager; Brand Manager, Cashier, Chief Marketing Officer, Copywriter, Corporate Communications Director, Creative Assistant, Customer Service Representative, Database Marketing Manager, Digital Brand Manager, Digital Marketing Manager, Digital Marketing Specialist, Direct Marketing Specialist, E-commerce Analyst, E-commerce Marketing Director, E-Commerce Marketing Specialist, Email Marketer, Event Marketing Coordinator, Insurance Sales Agent, International Marketing Executive, Internet Marketing Specialist, Market Research Analyst, Market Research Executive, Marketing Account Representative, Marketing Coordinator, Marketing Director, Marketing Promotions Specialist, Marketing Specialist, Media Buyer, Media Coordinator, Media Director, Media Relations Coordinator, Multichannel Marketing Manager, PR Consultant, Product Development Manager, Product Manager, Promotions Manager, Public Relations Manager, Public Relations Specialist, Publicity Director, Purchasing Managers, Buyers, and

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Purchasing Agents; Real Estate Broker and Sales Agent; Retail Manager, Retail Sales Representative, Sales Director, Sales Manager, Search Engine Marketing Analyst, SEO Manager, Social Media Coordinator, Sports Marketing Coordinator, Survey Researchers, Web Marketing Manager, Web Merchandising Specialist, and Wholesale and Manufacturing Sales Representative

INDUSTRY CREDENTIALS

The following credentials have been approved for the A-F CCR and are CTED eligible for the **Marketing** instructional program:

- Beginning Jewelry Sales
- Microsoft Office Specialist (MOS) – Associate for 2016
- Microsoft Office Specialist (MOS) – Associate for 2019
- Microsoft Office Specialist (MOS) – Associate for Office 365
- Microsoft Office Specialist (MOS) – Expert for 2016
- Microsoft Office Specialist (MOS) – Expert for 2019
- Microsoft Office Specialist (MOS) – Expert for Office 365
- RISE-Up – Customer Service and Sales
- RISE-Up – Retail Industry Fundamentals
- RISE-Up – The Business of Retail

COHERENT SEQUENCE

52.1800.11 - Marketing I, **and**

52.1800.20 - Marketing II, **and program may elect to add:**

52.1800.25 - Marketing III, **or**

52.1800.31 - Marketing IV, **or**

52.1800.70 - Marketing – DCE (Diversified Cooperative Education) **or**

52.1800.75 - Marketing - Internship, **or**

52.1800.80 - Marketing – Cooperative Education

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TEACHER CERTIFICATION REQUIREMENTS

CAREER PREPARATION: The instructor must be ADE/CTE certified in one of the following Certificates, PCTBM, SCTBM, or SSCTEBM.

Note:

- Marketing 52.1800.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).
- Marketing 52.1800.75 is not required to have a Cooperative Education Endorsement (CEN).
- Marketing 52.1800.80 is required to have a Cooperative Education Endorsement (CEN).

CERTIFICATE TYPES

PCTBM Provisional Career and Technical Education Business and Marketing
SCTBM Standard Career and Technical Education Business and Marketing
SSCTEBM Standard Specialized Career and Technical Education Business and Marketing