

## **19. Marketing – 1801-1899**

This subject area encompasses courses that concern the movement of consumer goods from manufacturer to the public, including purchasing processes, distribution systems, warehouse operations, retail transactions, and sales techniques.

Code Marketing – 1801-1899

1801 Basic Management Concepts - Recommended for Students Grades 7 - 9 - A basic introductory course which will teach concepts of entry-level marketing and entry level work skills. Course orients students to marketing education/DECA. Appropriate for students with a possible interest in marketing, sales, or small business operation. This course expose students to cashier/checker operations, opportunities available in retail, wholesale, advertising, and other occupational fields using marketing principles.

1802 Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.

1783 Scientific Technology – Grades 10-12 - This is a project based course using emergent technologies to give students hands on experience exploring scientific theories and processes. Utilizing microscopy, robotics, supercomputing, and 3D modeling, students will create an independent research project to address real life problems. Students will present their projects at a science fair and compete in robotics and/or supercomputing competitions. NM 9-12 Science Standards. Strand I: Standard I (Benchmarks I, II, III). Strand II: Standard I (Benchmarks II, III), Standard II (Benchmarks I, II). Strand III: Standard I (Benchmark I)

1803 Marketing-Fashion - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Marketing- General courses (purchasing and distribution systems; advertising, display and sales; management and entrepreneurship, and so on), but do so with particular attention to the fashion industry. In keeping with the focus on the fashion industry, course topics may also include fashion cycles, fashion history, design, and the development of fashion style and coordination.

1804 Marketing-Real Estate - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Marketing- General courses (purchasing; advertising, sales; human relations, management and entrepreneurship, and so on), but do so with particular attention to the real estate industry. In keeping with the focus on real estate, course topics may also include financing, investment, ownership rights, ethics, and other real estate principles. Students successfully completing some courses may be eligible to take the state real estate licensing exam.

1805 Marketing-Transportation - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Marketing-General courses (purchasing and distribution systems;

advertising, display and sales; management and entrepreneurship, and so on), but do so with particular attention to the transportation industry. In keeping with the focus on this industry, course topics may also include identification and proper use of auto parts and accessories.

1806 Marketing - Other Specialization - Recommended for Students Grades 10 - 12 - Course covers the same scope of topics as Principals of Marketing courses (purchasing and distribution systems; advertising, display and sales; management and entrepreneurship, and so on), but do so with attention to a particular industry not specified above. The course may also cover specific topics related to the particular industry being covered.

1807 Marketing Lab II – Grades 11-12 – In Marketing Lab II the student has the opportunity to demonstrate employability skills in a hands-on school-based enterprise (SBE) environment. The student practices supervising peers in a controlled learning situation. Areas of study are financial measures, facilities and equipment management, marketing functions, and career readiness.

1808 Marketing Lab III – Grade 12- Marketing Lab III is the capstone course for marketing lab students. The student schedules and manages peers in a controlled learning environment and applies managerial principles in daily retail activities. Areas of study are financial measures, facilities and equipment management, marketing functions, and career readiness.

1813 Warehouse Operations - Recommended for Students Grades 11 - 12 - Course presents marketing principles and concepts related to the receipt, storage, and distribution of goods. Course topics typically include inventory control, warehouse security, purchasing and distribution systems, and safety. Warehouse Operations courses may also include other marketing principles and concepts.

1814 Retail Marketing - Recommended for Students Grades 11 - 12 - Course covers marketing principles and concepts related to the provision of goods or services directly to the consumer, emphasizing store operation, advertisement and display of goods, store security, human relations, and business management and ownership.

1824 Principles of Advertising - Recommended for Students Grades 10 - 12 - Course expose students to the varied concepts underlying the promotion of products. The topics included in Principles of Advertising courses range considerably, but may include the psychology of advertising, a study of various media, advertising planning and budgeting, and advertising layout and design principles. The course topics may also include an overview of commercial art and packaging.

1825 Principles of Selling - Recommended for Students Grades 10 - 12 - Course provides students with the knowledge and opportunity to develop in depth sales competencies. Types of selling, steps in a sale, sales strategies, and skills and techniques in the area of sales may all be topics of these courses.

1826 Marketing Management - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Principals of Marketing courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems

of management.

1830 Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.

1832 Marketing Strategy - Recommended for Students Grades 11 - 12 - This course is designed as a capstone course for juniors and seniors to couple the marketing and economic skills students have mastered with the latest technology in marketing sales, mass media, research, and customer service presentation techniques. Emphasis is placed on creating a professional, polished approach to marketing products and services. Skills in technical writing, communications, mathematics, and application of current computer software are reinforced in this course. Work-based learning, internships and apprenticeships may be an integral part of this course.

1834 Marketing Research - Recommended for Students Grades 11 - 12 - A business and marketing research class which engages students in research techniques and application to business problems. Students will be expected to identify a problem, research it, compile information and results, analyze the information, synthesize a solution from the information, present the findings and suggestions to an appropriate audience, and evaluate their process. As student presentation of the project in both a written product and a classroom and/or competitive presentation are integral to the course.

1850 Business Communications - Recommended for Students Grades 9 - 12 - Course emphasizes written reports, proposals, memos and business letters, Principles of effective business writing, business letter and solution of business problems by letter, letter of application, development of effective expression, related business forms and business reports are covered. Additional communication skills are addressed - non verbal communication, cultural differences in non-verbal communication, listening, and oral communication.

1896 Marketing-Independent Study - - Recommended for Students Grades 11 - 12 - Course, often conducted with instructors as mentors, enable students to explore marketing related topics of interest in greater depth and detail. Independent Study courses may serve as an opportunity to expand expertise in a particular industry application, to explore a topic of special interest within a related industry, or to develop greater marketing skills.

1897 Marketing - Mentorship and Internship - - Recommended for Students Grades 11 - 12 - Course work experience is gained in marketing-related careers in one of several industries. This course may include work-study, internships, school-based enterprises, service learning, mentor programs, or job shadowing experiences. Standards are set for the experience period and related classroom experience will align with occupational training in the field. Improvement of employability skills and discussion regarding the experiences and problems encountered on the job will also be included in classroom activity.

1898 Marketing Work Experience (Co-op) - Recommended for Students Grades 11 - 12 - This course provides opportunities for students enrolled previously or concurrently in a marketing class to gain "real world" attitudes, skills, and knowledge. This experience would allow students school release time for completion of cooperative work experiences. The student, teacher, and employer will set goals cooperatively: classroom attendance related to classroom training experience and related coursework are integral part of the marketing work-based experience. Work-based competencies are to be developed and meet for the student to receive credit.

1899 Marketing - - Recommended for Students Grades 10 - 12 - Other