

**BUSINESS MARKETING AND FINANCE**

**BUSINESS AND INDUSTRY**

# MARKETING AND SALES

**PROGRAM OF STUDY**

The Marketing and Sales program of study teaches students how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.



Texas Data: Collected by TEA October 2019

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

## RECOMMENDED COURSE SEQUENCE

- 1 LEVEL** Principles of Business, Marketing and Finance
- 2 LEVEL** Marketing
- 3 LEVEL** Advertising / Social Media Marketing
- 4 LEVEL** Practicum in Marketing

**NOTE:** See reverse for additional course sequence options and endorsement requirements. Course descriptions and details can be found in the course catalog.

WORK-BASED LEARNING EXPERIENCES	CAREER AND TECHNICAL STUDENT ORGANIZATIONS
Industry Guest Speakers and Mentors; Job Shadows; Internships; Industry and Post Secondary Education Field Trips.	DECA; National Technical Honor Society (NTHS)



The Business, Marketing, and Finance Career Cluster® focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

### Non-Discrimination Statement

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.

# MARKETING AND SALES

## BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for the Entrepreneurship program of study are listed below.



### 4 CREDITS REQUIRED

#### Required Courses:

- Marketing
- Advertising / Social Media Marketing

#### Choose additional credits from the following:

- Principles of Business, Marketing and Finance
- Practicum in Marketing
- Business Information Management I
- Entrepreneurship
- Business Management
- Global Business / Human Resource Management
- Accounting I
- Money Matters
- Career Preparation
- Project-Based Research

### INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

Microsoft certifications are available to students who take Business Information Management under the endorsement course options. Through MOS certification a user demonstrates the ability to command the full features and functionality of Microsoft Office including Word, Excel and PowerPoint, preparing them for future academic or workforce opportunities. MOS certification benefits students with job opportunities as many employers look for certification in their applicant screening process. Also, many colleges and universities requires MOS certification as a pre-requisite to some degree plans and/or offer college credit or course exemption for an equivalent course. Students taking Business Information Management will have the opportunity to learn the skills needed to successfully pass the MOS Associate certification exams in Word, Excel and PowerPoint and possibly the advanced features of MOS Expert in Word and Excel.

### NOTES:

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