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## **Marketing Cluster**

### **Cluster Description:**

The Marketing Cluster prepares students for careers in planning, managing and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications and market research.

### **Marketing Management Pathway**

#### **Pathway Description:**

The Marketing Management Pathway involves students in marketing management to formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

**Program of Study:** MK0420 Marketing Management

**Courses:** 0422 Marketing Principles  
0425 Marketing Applications  
Two Marketing Management Specializations

#### **Program of Study Description:**

The Marketing Management Program of Study focuses on careers that formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In smaller firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

#### **Course Descriptions:**

##### **0422 Marketing Principles**

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion and selling. Through the use of projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

##### **0425 Marketing Applications**

This course is designed to develop student understanding and skills in such areas as the various marketing functions. 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. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Formal reflection is an on-going component of the course along with four projects. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

***Marketing Management Specializations: Choose Two***

**1401 Accounting Principles I**

This course is designed to develop student understanding and skills in such areas as the principles, concepts, and practices of the accounting cycle. Journalizing, posting and analyzing of financial statements as well as banking and payroll procedures are included. The importance of ethics and confidentiality, as well as, an introduction to careers and types of business ownership are incorporated. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

**1431 Digital Imaging/Multimedia I**

This course is designed to develop student knowledge and skills in such areas as producing images, operating a digital camera, using imaging software, using drawing software, creating simple animations, and manipulating video images. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

**0407 Fashion Marketing**

This course is designed to develop student understanding and skills in such areas as the fashion marketing industry. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

### **0437 Hospitality and Tourism Marketing**

This course is designed to develop student understanding and skills in such areas as the hotel, restaurant or travel and tourism industry. Students discover industry trends and career opportunities that abound in the following industries: lodging, food and beverage, airline, cruise line, travel agencies, event planners and recreation. This course allows students to be actively engaged in learning how to create successful promotional mix strategies: advertising, publicity, sales promotion and personal selling. If available, students engage in learning new software: Microsoft Publisher and Windows Movie Maker. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

### **0428 Marketing Work Experience/Internship**

This course is designed to develop student understanding and skills in such areas as the elements of introductory employment knowledge and skills necessary for a career in the business and marketing field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

### **0441 Real Estate Marketing**

This course is designed to develop student understanding and skills in such areas as the usage of land, land description, ownership, contracts, deeds, mortgages, title search and closes, liens, financing sources, appraisal process, investments in real estate and the sales and marketing process. Students will broach real estate marketing and sales through ethics, human, employee, and customer relations, use of product knowledge and use of advertising and the media. Exposure to real estate terminology, forms and contracts is an integral part. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

### **0434 Sports, Entertainment & Recreation Marketing**

This course is designed to develop student understanding and skills in such areas as the field of sports, entertainment and/or recreational marketing. The function of sports marketing is to determine the interests of the consumer and plan a product or service that the spectator will buy. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real

world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

### **1455 Web Page Publishing**

This course is designed to develop student understanding and skills in such areas as Web page design including using Web page development software, creating page layouts, adding images and frames, creating elements and components, creating tables, managing files, publishing to the Internet, creating hyperlinks, organizing tasks and using codes (markup languages).

## Marketing Cluster Electives

### Marketing Management Pathway

**Program of Study:** MK0420 Marketing Management

WVEIS CODE	COURSES
0520	Work-Based Integration and Transition

#### Course Descriptions:

##### **0520 Work-Based Integration and Transition**

This course gives students the opportunity to integrate theory and practice by interacting with industry professionals. Students will study various requirements for employability including ethics, communication, teamwork and professionalism. Students will participate in hands-on, digital or work-based experiences related to industry settings in order to practice skill sets and to transition from student to employee. A supervised project will be developed in one or more of the following categories: Entrepreneurship (ownership or operation of a business); Placement (employment or internship); Research and Experimentation (planning and/or conducting a scientific experiment); Exploration (exploration of related careers through activities such as shadowing employees in various work settings, conducting on-line research, attending professional development activities, etc.). Students will develop materials to supplement their Simulated Workplace portfolios.

## **Foundational/Non-Occupational Courses**

### **Course Description:**

#### **1441 Keyboarding**

This course is designed to develop student understanding and skills in such areas as the elements of introductory keyboarding techniques necessary for a career in the business and marketing field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.



## **Middle School Career Technical Education Courses**

### **Course Descriptions:**

#### **0295 Exploring Business, Marketing and Entrepreneurship**

This course is designed as an exploratory course to develop student understanding and skills in the nature of business and marketing in an economy and to study related careers in fields such as entrepreneurship, financial services, marketing, public relations, promotion and travel tourism. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

#### **1404 Business Preparation**

This course is designed as an exploratory course to develop student understanding and skills in such areas as information literacy, social responsibility, writing, listening, speaking and media literacy, information and communication and personal and workplace skills. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

#### **1441 Keyboarding**

This course is designed to develop student understanding and skills in such areas as the elements of introductory keyboarding techniques necessary for a career in the business and marketing field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.