

CFISD Practicum in Marketing Dynamics 1

Scope and Sequence

Course Description:

- This course allows students to apply marketing concepts and principles in the classroom and the workplace. In the classroom portion of the course, students will gain a working knowledge of marketing functions such as selling, advertising, display, the free enterprise system, inventory control systems, marketing mathematics, and resume writing. Students will also receive industry recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 15 hours per week at an approved training site and must be employed at that site within 15 school days after enrollment in the course. (3 Credits).
- Grades 11 – 12
- Required prerequisite: At least one course in Marketing cluster or related area and age 16 with reliable transportation
- Assessment for verification of industry-recognized training is available for a fee
- Lab supplies or fee may be required

TEKS: <http://ritter.tea.state.tx.us/rules/tac/chapter130/ch130n.html#130.347>

Cluster: Marketing

Endorsement: Business and Industry

- Meets advanced course requirement (Y/N): Y
- Meets foundation requirement for math, science, fine arts, English (Y/N-area): N

Industry Certification/Credentials: A.S.K. Marketing

Instructional Units	Estimated Days
<p>1st Semester</p> <p>Note: This is a work-based course</p> <ul style="list-style-type: none"> • Employability Skills • Organizational Structures • Leadership Styles • Business & Management Concepts • Successful Business Operations • Financial Aspects of Business • Mathematics in the Workplace • Risk Management • Human Resource Management 	<p>1st Grading Pd</p>

Instructional Units	Estimated Days
1 st Semester (cont) <ul style="list-style-type: none"> • Changing Nature of Business • Global Industry • Trade & Environmental Regulations • International Trade & Tariffs • Economic Process • Economic Concepts • Competition & Free Enterprise • Inflation • Fundamentals of Marketing • Ethics 	2 nd Grading Pd

Integrated throughout both semesters:

- Internet Basics
- Introduction to Microsoft Office

Extra Chapters to be Disbursed as Teacher Desires:

Instructional Units	Estimated Days
2 nd Semester <ul style="list-style-type: none"> • Marketing Concepts • Marketing & Pricing Concepts • Marketing Technology • Promotional Process in Marketing • Branding Basics • Advertising for Business • Product Planning & Development • Systems of Distributive Channels • The Selling Process • Workplace Technology 	3 rd Grading Pd

Instructional Units	Estimated Days
2 nd Semester (cont) <ul style="list-style-type: none"> ● Communications Skills ● Money Management ● Graduate Tips & Advice: Importance of Work Ethic ● Employability Skills (revisited) ● Written Communication Practices ● Workplace Issues ● Jobs, Careers & Education ● Formulas for Career Success: Higher Learning, Portfolio Development, Interview Preparation, and The Interview Process 	4 th Grading Pd

Primary Instructional Materials (used districtwide):

iCEV Multimedia, Ltd., Proclamation 2017