Marketing Education

Program of Studies
2016-2017

Learning that works for Kentucky
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MARKETING EDUCATION
MIDDLE SCHOOL

Course Title	Post Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level		Recommended Credit
			7	8	
Business & Marketing Career Exploration		080710 060195		x	1
Business & Marketing Concepts & Applications		080711 060161	x		1

MARKETING EDUCATION
HIGH SCHOOL
CAREER PATHWAY CREDIT

Course Title	Post Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Accounting & Finance Foundations		060122	x	x	x	x	1
Advanced Computer Applications	CIT 130 or OST 240	070743			x	x	1
Advanced Marketing	MKT 102	080717			x	x	1
Advertising & Promotions		081511		x	x	x	1
Business Management	BMO 170 & BMO 270	080311 060411			x	x	1
Business Principles and Applications	BAS 160	080712 060111	x	x			1
Digital Literacy	CIT 105 or OST 105 & OST 100	060112 110110	x	x	x	x	1
Entrepreneurship	BAS 170	080310 060185			x	x	1
Fashion Marketing	MKT 104	080111		x	x	x	1
Fashion Marketing Management		080132			x	x	1
Financial Literacy	BAS 120	080718 (CTE Credit) 080719 (Math Credit) 060170 (CTE Credit) 060171 (Math Credit	x	x	x	x	1
Financial Services I		080410 060311		x	x	x	1
Financial Services II		080451 060351			x	x	1
Internet Marketing		081310			x	x	1

**Business Economics is an interdisciplinary course that meets the graduation requirement for Economics.

***Mathematics for Business & Industry and Financial Literacy are interdisciplinary courses that meet a graduation requirement for Math.

Course Title	Post Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Marketing Education Co-Op		080707			x	x	1
Marketing Education Internship		080708			x	x	1
Mathematics for Business & Industry**		080772 (CTE Credit) 080780 (Math Credit) 060172 (CTE Credit) 060190 (Math Credit)	x	x	x	x	1
Principles of Hospitality		080910		x	x	x	1
Principles of Marketing	MKT 200	080716	x	x	x	x	1
Principles of Teaching		331020	x	x	x	x	1
Promotional Applications & Media		081512			x	x	1
Retail Marketing	MKT 103	081411		x	x	x	1
Retail Marketing Management		081431			x	x	1
Sports & Event Marketing	MKT 106	081121		x	x	x	1
Travel & Tourism Marketing	MKT 108	080911		x	x	x	1

COMPLEMENTARY OR ADVANCED COURSEWORK BEYOND MARKETING CAREER PATHWAY(s)
Introductory courses or upon completion of a pathway, additional coursework to enhance student learning is encouraged. Credits earned in Introductory, Advanced or Complementary Coursework "Beyond the Pathway" ***may NOT be substituted for pathway courses in order to achieve Preparatory or Completer status***.
• Advanced Finance & Credit 080411 (Marketing) / 060399 (Business)
• Business & Marketing Career Exploration 080710 (Marketing) / 060195 (Business)
• Business Economics 080317 (CTE Credit) 080318 (Economics Credit) / 060511 (CTE Credit) 060596 (Economics Credit)
• Career Options
• Food Marketing 080721
• International Marketing 080912
• JAG Courses
• Leadership Dynamics 080799 (Marketing) / 060196 (Business)

Valid KOSSA and Industry Certification for Career Readiness

The Valid List of KOSSA and Industry Certifications for Career Readiness can be viewed via the following link: http://education.ky.gov/CTE/kossa/Pages/ValidKOSSAList.aspx. The valid list is reviewed annually through the established process and publishes by June 1 for the corresponding academic year.

Overview of Marketing Education

Purpose
The Marketing Education Program is designed to prepare students for postsecondary education and careers in marketing, management & entrepreneurship. Students develop knowledge and skills in the business administration core standards (business law, communication, economics, emotional intelligence, financial analyst, human resource management, information management, operations, professional development, strategic management) & the marketing core standards (distribution, marketing information management, pricing, product/service management, promotion, selling).

Goals:

- Develop critical thinking skills in order to make informed decisions.
- Integrate academic skills into the marketing/management/entrepreneurship/curriculum in order to insure that students develop excellent written & verbal communication skills, computational skills, & scientific problem-solving skills.
- Develop cooperative learning skills in order to work effectively with teams to find solutions to problems & create new systems.
- Demonstrate essential work habits & positive workplace ethics.
- Develop interpersonal skills & an appreciation for diversity through classroom experiences (co-ops, internships, practicums, shadowing, mentoring, etc.)
- Use technology to gather & present information, solve problems & manage the workflow.
- Demonstrate proficiency in the foundational & functional areas of marketing by applying the knowledge and skills learned through the curriculum, the work-based learning component and the competitive events (DECA activities).
- Manage work by effectively planning, organizing, and allocating resources.

Career Pathways:

- *Advertising*
- *Business/Marketing Education*
- *E-Commerce*
- *Fashion Marketing*
- *Financial Services*
- *Hospitality, Travel Tourism & Recreation*
- *Management/Entrepreneurship*
- *Marketing*
- *Marketing Education*
- *Retailing/Wholesaling*
- *Sports Marketing*

Standard Based Curriculum:
The curriculum is composed of standards based competencies. Therefore, the teaching/learning focus is on the final results rather than the process. Marketing Education Teachers are lecturing less and facilitating more, and as a result, students are taking charge of their own learning by using technology to research topics, collect data and present information orally and in written form. More Marketing Education Programs are incorporating school-based enterprises in order for students to apply business and marketing concepts learned in the classroom.

Kentucky Occupational Skill Standards (KOSSA)
The Kentucky Occupational skill Standards are the performance specifications that identify the knowledge, skills, and abilities an individual needs to succeed in the workplace. Identifying the necessary skills is critical to preparing students for entry into employment. Skill standards provide a common vocabulary to enhance communication between employers, student, and the school.

Because of the importance of skill standards today to educators, employers, and students who desire jobs after graduation from high school, the Office of Career and Technical Education in conjunction with employers from the Kentucky Retail Federation and the Kentucky Bankers Association worked to develop a system to certify that students have attained the necessary skills for employment. Standards were developed in the areas of Retail Services, Marketing, and Financial Services. These standards described the necessary **occupational, academic,** and **employability** skills needed to enter the workforce or post-secondary education. There is an on-going effort to continue to refine these standards by which exemplary Marketing Education Programs are evaluated and certified. The strength of these business partnerships insures that curriculum meets industry specifications. Link to KOSSA Skill Standards documents via: http://education.ky.gov/CTE/kossa/Pages/KOSSAStandardsDocs.aspx

Interdisciplinary Courses
The Kentucky graduation requirements allow for interdisciplinary or applied courses to substitute for specific academic courses required for graduation. In the business curriculum **Business Economics** meets the graduation requirement for social studies and **Mathematics for Business and Industry** and **Financial Literacy** meets the requirement for the 4th math credit.

School-Based Enterprises:
Running an actual business allows students to learn contextually without leaving school. Textbook concepts become real as students operate a business for profit, review and revise operational procedures, resolve problems and handle human relations issues.

Work-Based Learning:
Cooperative experiences, internships, shadowing and mentoring opportunities provide depth and breadth of learning in the instructional program and allow students to apply the concepts learned in the classroom. Students are exposed to a variety of careers and learn work ethics. Reference the Work-Based Learning Manual via: http://education.ky.gov/CTE/cter/Pages/WBL.aspx

Student Organization:
Participation in DECA, an Association of Marketing Education Students, provides a vehicle for students to employ higher order thinking skills, to interact with high-level business people and to further enhance their leadership skills through their participation in regional, state and national competitive events and local activities.

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

ADVERTISING
CIP 09.0903.00

PATHWAY DESCRIPTION: A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills.

BEST PRACTICE COURSES	**EXAMPLE ILP-RELATED CAREER TITLES**
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2-3) TWO-THREE CREDITS** from the following**:*** • 080716 Principles of Marketing OR 081411 Retail Marketing • 080717 Advanced Marketing • 081511 Advertising & Promotions *Choose **(1-2) ONE-TWO CREDITS** from the following:* • 081512 Promotional Applications & Media • 081431 Retail Marketing Management • 080310 Entrepreneurship* • 080718 Financial Literacy (Interdisciplinary)* OR 080772 Mathematics for Business & Industry (Interdisciplinary)* • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Marketing Specialist Event Planner Sales Representative Retail Salesperson Advertising Copywriter Advertising Account Executive

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

BUSINESS/MARKETING EDUCATION
CIP 13.1310.00

PATHWAY DESCRIPTION: A program that prepares individuals to teach career and technical education sales and marketing operations/marketing and distributive education programs at various educational levels.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2-3) TWO – THREE CREDITS** from the following:* • 060112 Digital Literacy OR 110110 Computer Literacy • 080716 Principles of Marketing OR 060111 Business Principles and Applications • 331020 Principles of Teaching *Choose **(1-2) ONE – TWO CREDITS** from the following:* • 080717 Advanced Marketing • 080310 Entrepreneurship* • 070743 Advanced Computer Applications • 080311 Business Management* • 060122 Accounting & Finance Foundations • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Business & Marketing Education Teacher Corporate Trainer

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

E-COMMERCE
CIP 52.0208.00

PATHWAY DESCRIPTION: A program that prepares individuals to plan, manage, supervise, and market electronic business operations, products, and services provided online via the Internet. Includes instruction in business administration, information technology, information resources management, web design, computer and Internet law and policy, computer privacy and security, e-trading, insurance, electronic marketing, investment capital planning, enterprise operations, personnel supervision, contracting, and product and service networking.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(3-4) THREE-FOUR CREDITS** from the following**:*** • 080716 Principles of Marketing • 080717 Advanced Marketing • 080310 Entrepreneurship* • 081310 Internet Marketing *Choose **(1) ONE CREDIT** from the following:* • 081511 Advertising & Promotions • 081512 Promotional Applications & Media • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	E-Business Consultant Website Designer Social Media Consultant Telemarketer

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

FASHION MARKETING
CIP 52.1904.00

PATHWAY DESCRIPTION: A program that prepares individuals to perform operations connected with the distribution and sale of apparel and accessories. Includes instruction in wholesaling and retailing, apparel technologies, distribution, customer sales and service skills, and principles of consumer research and sales forecasting.

BEST PRACTICE COURSES	**EXAMPLE ILP-RELATED CAREER TITLES**
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2-3) TWO-THREE CREDITS** from the following:* • 080716 Principles of Marketing OR 081411 Retail Marketing • 080717 Advanced Marketing • 080111 Fashion Marketing *Choose **(1-2) ONE-TWO CREDITS** from the following:* • 080132 Fashion Marketing Management • 081431 Retail Marketing Management • 080310 Entrepreneurship* • 080718 Financial Literacy (Interdisciplinary)* OR 080772 Mathematics for Business & Industry (Interdisciplinary)* • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Fashion Retailer Fashion Designer Marketing Specialist Sales Representative Retail Salesperson Stock Clerk

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

FINANCIAL SERVICES
CIP 52.1908.00

PATHWAY DESCRIPTION: A program that prepares individuals to perform marketing and operational tasks associated with the provision of personal and financial services. Includes instruction in banking, marketing research, advertising, promotional campaign organization, insurance, media relations, and applicable technical and administrative skills.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2) TWO CREDITS** from the following:* • 080716 Principles of Marketing • 080410 Financial Services I* *Choose **(2) TWO CREDITS** from the following:* • 080451 Financial Services II* • 080717 Advanced Marketing • 081511 Advertising & Promotions • 080310 Entrepreneurship* • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Bank Marketing Specialist Entrepreneur Bank Manager Bank Teller Sales Representative Loan Officer

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

HOSPITALITY, TRAVEL, TOURISM & RECREATION
CIP 52.1905.01

PATHWAY DESCRIPTION: A program that prepares individuals to provide direct retail services to hotel and motel clients and customers in a variety of settings. Includes instruction in the principles of hotel/motel operations, customer sales and assistance operations and techniques, telephone operations, and basic office management.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Choose **(3)THREE CREDITS** from the following**:*** • 080716 Principles of Marketing OR 080910 Principles of Hospitality • 080717 Advanced Marketing • 080911 Travel & Tourism Marketing *Choose **(1) ONE CREDIT** from the following:* • 080310 Entrepreneurship* • 081511 Advertising & Promotions • 081512 Promotional Applications & Media • 081121 Sports & Event Marketing • 081411 Retail Marketing • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Hotel Desk Clerk Hotel Manager Concierge Retail Salesperson Retail Buyer Bed and Breakfast Proprietor Tour Guide Travel Agent Amusement and Recreation Attendant Event Planner

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

MANAGEMENT/ENTREPRENEURSHIP
CIP 52.0701.00

PATHWAY DESCRIPTION: A program that generally prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2) TWO CREDITS** from the following:* • 080716 Principles of Marketing OR 060111 Business Principles and Applications • 080311 Business Management (Marketing) OR 060411 Business Management (Business) *Choose **(2) TWO CREDITS** from the following:* • 080310 Entrepreneurship* • 080717 Advanced Marketing • 081511 Advertising & Promotions 080718 Financial Literacy (Interdisciplinary)* • 060122 Accounting and Finance Foundations • 060112 Digital Literacy OR 110110 Computer Literacy • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Entrepreneur Small Business Owner Account Manager Real Estate Agent Venture Capitalist Insurance Agent Association Manager Quality Controller

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

MARKETING
CIP 52.1401.01

PATHWAY DESCRIPTION: A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Complete **(2) TWO CREDITS** from the following**:*** • 080716 Principles of Marketing • 080717 Advanced Marketing *Choose **(2) TWO CREDITS** from the following:* • 081511 Advertising & Promotions • 080310 Entrepreneurship* • 081512 Promotional Applications & Media • 081121 Sports & Event Marketing • 080911 Travel & Tourism Marketing • 080111 Fashion Marketing • 080132 Fashion Marketing Management • 081411 Retail Marketing • 081431 Retail Marketing Management • 060112 Digital Literacy • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Marketing Specialist

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

RETAILING/WHOLESALING
CIP 52.1803.00

PATHWAY DESCRIPTION: A program that prepares individuals to perform operations associated with retail sales in a variety of settings. Includes instruction in over-the-counter and other direct sales operations in business settings, basic bookkeeping principles, customer service, team/staff leadership and supervision, floor management, and applicable technical skills.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Choose **(2-3) TWO-THREE CREDITS** from the following:* • 081411 Retail Marketing • 081431 Retail Marketing Management • 081511 Advertising & Promotions *Choose **(1-2) ONE-TWO CREDITS** from the following:* • 080716 Principles of Marketing • 080717 Advanced Marketing • 080310 Entrepreneurship* 080718 Financial Literacy (Interdisciplinary)* • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Retail Salesperson Retail Buyer Restaurant Manager Cashier Fast Food Worker Technical Sales Representative Shipping and Receiving Clerk

* Alternate course codes available on pages 2-3

MARKETING EDUCATION CAREER PATHWAYS
2016-2017

SPORTS MARKETING
CIP 31.0504.00

PATHWAY DESCRIPTION: A program that prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Foundational Skills Necessary for Career-Ready Measure: (KOSSA/Industry Certification) *Choose **(3) THREE CREDITS** from the following**:*** • 080716 Principles of Marketing • 080717 Advanced Marketing • 081121 Sports & Event Marketing *Choose **(1) ONE CREDIT** from the following:* • 080310 Entrepreneurship* • 081511 Advertising & Promotions • 081512 Promotional Applications & Media • 081411 Retail Marketing • 081431 Retail Marketing Management • 080708 Marketing Education Internship OR 080707 Marketing Education Co-op	Sports Marketer Recruiter Association Manager Volunteer Manager

MARKETING EDUCATION
MIDDLE SCHOOL

Course Title	Post Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level		Recommended Credit
			7	**8**	
Business & Marketing Career Exploration		080710 060195		x	1
Business & Marketing Concepts & Applications		080711 060161	x		1

Business and Marketing Career Exploration - 8th & 9th Grade
Valid Course Codes:
080710 Marketing Education or 060195 Business Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course provides students with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided. A variety of instructional resources, self-assessment instruments, and career interest surveys are included in the updating of the Individual Learning Plan (ILP). Interpersonal skill development and orientation to word processing, computer spreadsheet, and database are included. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Business Education.)*

Content/Process

Students will:

1. Reinforce basic skills in human relations and in both written and oral communication including customer relations.
2. Develop a personal portfolio of careers to explore; research and prepare reports about business and marketing careers.
3. Complete self-assessment surveys to link interests, hobbies, skills, and school subjects to occupations.
4. Complete a career interest survey identifying general likes and dislikes, personal skills, and job values.
5. Complete a job application, compose a resume and a letter of application, and prepare for an interview.
6. Define world of work vocabulary; explain concepts relating to the world of work; and explore the importance of business ethics.
7. Develop and/or update Individual Learning Plans.
8. Develop decision-making, problem-solving, and critical thinking skills to become life-long learners and self-directed individuals.
9. Develop and key a budget using spreadsheet and database software, based upon a desired adult lifestyle.
10. Identify and summarize why people need to work to meet basic needs.
11. Describe what academic skills are needed for a career in the business and marketing cluster.
12. Explain & evaluate resources that can be used for researching job and career information.
13. Describe and explain the importance of good work habits/ethics in the workplace.
14. Explain how jobs/careers have been created as a result of scientific and technological advancements.
15. Identify and explain skills used to seek, obtain, maintain, and change jobs/careers.
16. Apply communication skills within the technical content.
17. Demonstrate employability and social skills relative to the career cluster.
18. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skills Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- 21st Century Skills
- Individual Learning Plan – Career Cruising

Business and Marketing Concepts and Applications
Valid Course Codes:
080711 Marketing Education or 060161 Business Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course established basic foundations for further study in business and marketing courses and provides essential information for making financial and economic decisions. Students learn about the fundamentals of the American Free Enterprise System and work economics; application of sound money management for personal and family finances; credit management, consumer rights and responsibilities; forms of business ownership; risk and insurance; and the importance of international trade. Leadership development will be provided through FBLA and/or DECA.

Students will:

1. Demonstrate proper keyboarding techniques.
2. Apply formatting to block style letters, reports, charts/tables, spreadsheets, Power Point presentations, invitations and brochures.
3. Demonstrate the importance of communication skills.
4. Analyze and identify employee payroll, federal tax, state tax, and insurance and social security benefits for a company.
5. Explain the importance of demographics and location in working with an enterprise.
6. Demonstrate organization and care of workstation.
7. Identify characteristics of positive work habits and a good work ethic.
8. Demonstrate real-life situations in a business environment and justify decisions made on behalf of a business.
9. Identify the career options in private enterprise as well as the advantages and disadvantages.
10. Demonstrate what it is like to own and operate a small business.
11. Analyze the effects of consumer demand for products and services and determine target markets.
12. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

MARKETING EDUCATION
HIGH SCHOOL
CAREER PATHWAY CREDIT

Course Title	Post Secondary Connection	Valid Course Code (Lead Code)	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Accounting & Finance Foundations		060122	x	x	x	x	1
Advanced Computer Applications	CIT 130 or OST 240	070743			x	x	1
Advanced Marketing	MKT 102	080717			x	x	1
Advertising & Promotions		081511		x	x	x	1
Business Management	BMO 170 & BMO 270	080311 060411			x	x	1
Business Principles and Applications	BAS 160	080712 060111	x	x			1
Digital Literacy	CIT 105 or OST 105 & OST 100	060112 110110	x	x	x	x	1
Entrepreneurship	BAS 170	080310 060185			x	x	1
Fashion Marketing	MKT 104	080111		x	x	x	1
Fashion Marketing Management		080132			x	x	1
Financial Literacy	BAS 120	080718 (CTE Credit) 080719 (Math Credit) 060170 (CTE Credit) 060171 (Math Credit	x	x	x	x	1
Financial Services I		080410 060311		x	x	x	1
Financial Services II		080451 060351			x	x	1
Internet Marketing		081310			x	x	1
Marketing Education Co-Op		080707			x	x	1
Marketing Education Internship		080708			x	x	1
Mathematics for Business & Industry**		080772 (CTE Credit) 080780 (Math Credit) 060172 (CTE Credit) 060190 (Math Credit)	x	x	x	x	1
Principles of Hospitality		080910		x	x	x	1
Principles of Marketing	MKT 200	080716	x	x	x	x	1
Principles of Teaching		331020	x	x	x	x	1
Promotional Applications & Media		081512			x	x	1
Retail Marketing	MKT 103	081411		x	x	x	1
Retail Marketing Management		081431			x	x	1
Sports & Event Marketing	MKT 106	081121		x	x	x	1
Travel & Tourism Marketing	MKT 108	080911		x	x	x	1

Accounting and Finance Foundations
Valid Course Code: 060122

Course Description: This course will provide an introduction to both areas of accounting and finance. Topics will include banking, credit, financial literacy, career exploration, spreadsheet usage, and technical writing. The accounting principles taught in this course are based on a double-entry system and include preparing bank reconciliations, payroll taxes, and financial statements. Detailed career exploration in the various fields of accounting will be available. Technical writing will be provided through IPAC business plan curriculum and exploration of case studies. Leadership development will be provided through FBLA.

Content/Process

Students will:

1. Demonstrate financial calculations used by the business professional.
2. Research and analyze career opportunities in accounting and develop an employment portfolio (letter of application, resume, etc.).
3. Examine the importance of work/business ethics.
4. Demonstrate employability and social skills relative to the career cluster.
5. Research Internet safety and e-commerce regulations.
6. Assess the characteristics of money and the government's role in the economy.
7. Describe economic institutions such as banks and stock markets.
8. Identify banking procedures and apply correct accounting methods for all financial records.
9. Distinguish differences in business structures such as proprietorships, partnerships, and corporations.
10. Analyze and justify purpose for double-entry accounting.
11. Explain accounting terms and concepts: automated accounting, accounting cycle, accounting framework, and account classifications.
12. Apply math, communication, and accounting skills in preparing and analyzing business transactions and financial statements through ratio analysis, break-even, productivity, cost-benefit analysis, and time value of money.
13. Demonstrate the ability to create and analyze spreadsheets (payroll, budgets, etc.) using Excel.
14. Calculate payroll earnings and payroll taxes including but not limited to FICA, Federal, FUTA, and SUTA.
15. Determine and complete the tax documents beginning with the W-4 through 1040 EZ.
16. Develop an understanding of credit transactions including the laws that govern these functions.
17. Analyze business financial conditions through case studies.
18. Utilize activities of FBLA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*

To receive copies of the curriculum for this course, please contact program consultant.

Advanced Computer Applications
Valid Course Code: 070743

Course Description: This course is designed to provide students an advanced-level experience with practical applications through hands-on instruction. Course content will include understanding of various hardware, software, operating systems, care/operations, administrative applications, and employability skills. The software includes advanced business applications using word processing, presentation, spreadsheets, database management, desktop publishing, and electronic communication. Leadership development will be provided through FBLA. Upon completion of this course, a student will be ready to take the core level tests for MOS Certification and/or the Administrative Support Skill Standard Assessment. **Suggested Prerequisite: Digital Literacy or Computer Literacy**

Content / Process

Students will:

1. identify, describe, and use different types of electronic communications and apply business communications and netiquette skills to create, send, receive, and reply to electronic communication, including e-mail and telephone.
2. Demonstrate employability and social skills relative to the career cluster (includes cell phone, Internet netiquette, introductions, and grammar).
3. Compose and illustrate an oral report using appropriate visual aids (presentation software, etc).
4. Demonstrate advance computer applications to create, edit, save, revise, and print word processing documents, spreadsheets and related charts, database files, reports, and presentations.
5. Show advanced software integration skills to create new documents through the use of word processing, spreadsheets and related charts, database files, reports, and presentations.
6. Demonstrate advanced skills to design, create, edit, save, and print desktop publishing documents which include text, graphics, borders, shadings, watermarks, columns, and nameplates using principles of layout and design.
7. Demonstrate advanced skills to utilize the mail merge feature of a software program.
8. Demonstrate advanced skills to apply financial and database functions to spreadsheets including formulas, data tables, sorting, and queries.
9. Demonstrate advanced skills using a spreadsheet program to create and work with templates, wizards, and multiple spreadsheets and workbooks.
10. Demonstrate advanced skills using a database program to create enhanced reports.
11. Demonstrate advanced skills using presentation software to include diagrams, color and graphic modifications, animation schemes, custom backgrounds, action buttons, hyperlinks, sound, video, and speaker notes.
12. Demonstrate advanced skills using word processing, spreadsheet, database, and presentation software to complete workgroup collaboration to include inserting and reviewing comments.
13. Research and analyze career opportunities, participate in a job interview, and develop an employment portfolio (letter of application, resume, and follow-up letter).
14. Develop FBLA projects using a variety of software applications.
15. Utilize activities of FBLA as an integral component of course content, leadership development, and service learning.
16. Analyze various hardware, software, operating systems, and emerging technologies used by business and industry, such as speech recognition and personal digital assistants.
17. Integrate math, science, reading and business communication skills within the technical content.
18. Demonstrate work-based learning (shadowing, mentoring, and co-op, etc.).
19. Review proofreaders' marks, spell check and thesaurus, reference materials, and grammar check.

Connections

- National Standards for Business Education
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Microsoft Office Specialist (MOS) Certification
- Kentucky Academic Standards
- KCTCS Course: CIT 130 or OST 240
- Kentucky Occupational Skills Standards Assessment (KOSSA)
- Imagine Academy
- National Standards for Business and Marketing Education - MBAResearch

Advanced Marketing
Valid Course Code: 080717

Course Description: This course is designed to enhance marketing skills developed in the marketing prerequisite courses and to learn advanced marketing skills in such areas as advertising, customer service, supervision, and employee/employer relations for a wide range of marketing careers. This course is based on the business and marketing core that includes communication skills, emotional intelligence, economics, marketing, operations, promotion, marketing-information management and financial analysis. Leadership development will be provided through DECA activities and competitive events.

SUGGESTED PREREQUISITE: Principles of Marketing, Advertising & Promotions, Retail Marketing, Fashion Marketing, Food Marketing, Sports & Event Marketing, Travel & Tourism Marketing, OR other similar level Marketing Courses.

Content / Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Develop employee/employer relations and other human relation skills through authentic simulations, role-plays, case studies, or cooperative education.
3. Demonstrate customer service skills and effective selling skills through role play and cooperative education.
4. Create a career portfolio after analyzing career goals, opportunities, and requirements. Research career options and match to personal career goals.
5. Develop skills that are needed to seek, obtain, maintain and change careers.
6. Demonstrate favorable attitudes/characteristics needed for career exploration, development and growth.
7. Demonstrate skills in reading, writing, and advanced communications through authentic simulations, role-plays, or cooperative education.
8. Utilize strategies needed to interact effectively with others through simulations, role-plays, or cooperative education.
9. Explain fundamental business management and entrepreneurial concepts that affect business decision making.
10. Demonstrate the concept of marketing strategies, market identification, distribution, pricing and selecting a product mix through various projects (i.e. marketing plan, business plan).
11. Analyze the role of promotion, types of promotion and the elements of the promotion mix through various projects (i.e. promotional plans, campaign plans).
12. Apply math and communication skills within the technical content.
13. Utilize activities of DECA as an integral component of course content and leadership development.
14. Demonstrate entrepreneurship decision making through projects and simulations.
15. Apply personal financial planning skills (budgeting, investing, goal setting and comparing credit options).
16. Analyze the factors involved in financing a business including financial statements, startup costs, financial aspects of a business plan, and financial analysis.
17. Demonstrate the concepts of marketing information management and its impact on marketing and business decisions through the collection, analysis, and dissemination of marketing information.
18. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.
19. Analyze the impact of the global economy on marketing functions.

Connections

- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skills Standards Assessment (KOSSA) Standards

Advertising & Promotions
Valid Course Code: 081511

Course Description: This course is designed to provide students with a realistic "hands-on" application of techniques used in the advertising and promotion of goods and services. Students use digital media (computer-generated text, graphics, photographs, sound and video) equipment, while being exposed to all forms of media (print, web page, etc.) used by industry. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, product/service management and promotion. Leadership development will be provided through DECA.
SUGGESTED PREREQUISITE: Principles of Marketing

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Explain the role of promotion as a marketing function.
3. Explain the types of promotions.
4. Identify the elements of the promotional mix.
5. Describe the use of business ethics in promotion.
6. Explain the types of advertising media.
7. Explain and give examples of how advertising and promotion influences the supply and demand of a product.
8. Demonstrate a knowledge of advertising principles as they apply to the creation of a website, print advertisement, or specialty advertisement.
9. Explain ways to make responsible buying decisions by evaluation promotional ads.
10. Compare features, benefits and price of products and services using various promotional items.
11. Develop a promotional plan.
12. Analyze how advertising & promotion jobs have changed due to scientific advancement and increased use of technology.
13. Use all types of digital media to design, organize and communicate information and ideas.
14. Analyze how advertising techniques (e.g., jingles, slogans, plain folks, facts & figures, glittering generalities, testimonial, bandwagon, emotional appeal) influence consumer decisions.
15. Prepare product promotions, community service promotions, and press releases.
16. Explain and evaluate crisis management (negative news releases).
17. Develop, plan, execute, and evaluate an advertising plan, including marketing research, calendars and budgets.
18. Establish a relationship between school and business activities by collaborating with business professionals.
19. Evaluate two advertising campaigns and identify the psychological guidelines and associated techniques used in each campaign.
20. Demonstrate a knowledge of advertising principles as they apply to the creation of a web site.
21. Utilize activities of DECA as an integral component of course content and leadership development.
22. Apply math and communication skills within the technical content.
23. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards
- Kentucky Academic Standards
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Business Management
Valid Course Codes:
080311 Marketing Education or 060411 Business Education

Course Description: This course emphasizes the skills needed for managing a business that involves the selection and supervision of employees including efficient use of time, personnel, facilities, and financial resources. Students will explore forms of business ownership; typical business organizational structure; product or service promotion in business; effective communications; human relations skills required in dealing with employees; and effective management strategies used in personnel, finance, production, marketing, and information processing. Leadership development will be provided through FBLA/DECA.

Content/Process

Students will:

1. Research the various structures of business ownership (sole proprietorship, partnership, corporation) and explain considerations in business planning, including advantages and disadvantages of each structure.
2. Describe the formation of a corporation
3. Identify and explain basic functions of management, management styles, criteria used in setting and achieving goals, leadership characteristics, and procedures for monitoring and evaluating employee performance.
4. Discuss how global issues and international trade has and will affect management types, styles, and trends.
5. Explain the importance of various business mgt. skills (e.g., time management, handling positive & negative stressors in the business environment, and opportunities for employee's professional growth).
6. Describe the importance of a business and a personal code of ethics.
7. Analyze how the impact of human resource management activities help organizations achieve goals.
8. Compare and contrast various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, and monopoly).
9. Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis when analyzing case studies and business plans.
10. Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, and opportunity cost).
11. Compare and contrast various types of economic systems (i.e., traditional, command, market, and mixed).
12. Explain & give examples of how numerous factors influence the supply & demand of products.
13. Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
14. Identify and explain the impact of financial risk to the success of a business.
15. Identify and compare sources of capital.
16. Prepare and analyze a business budget as it is used for a decision-making tool.
17. Discuss the importance of keeping accurate financial records.
18. Identify and explain the importance of operations management to a business (e.g., coordination of production, quality management, product development, production scheduling, and inventory control).
19. Describe the nine functions of marketing (i.e., purchasing, selling, pricing, product planning, marketing information mgt., promotion, financing, distribution, risk management).
20. Evaluate and create a business plan.
21. Research and analyze career opportunities in management and demonstrate leadership characteristics.
22. Develop an employment portfolio (resume, letters of reference, etc.) and demonstrate job interview techniques.
23. Research and cite major laws/regulations that affect management and examine the importance of work ethic.
24. Utilize activities of FBLA/DECA as an integral component of course content and leadership development.
25. Participate in work-based learning (mentoring, shadowing, co-op, etc.) and service learning.
26. Demonstrate employability and social skills relative to the career cluster.
27. Apply math, communication, internet etiquette and safety skills within the technical content.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Business Management Kentucky Occupational Skill Standard Assessment (KOSSA)
- National Business Education Standards
- Kentucky Academic Standards
- 21st Century Skills
- KCTCS Course: BMO 170 & BMO 270
- Assessment of Skills and Knowledge for Business (ASK) Business Principles or Management
- National Standards for Business and Marketing Education - MBA*Research*

Business Principles and Applications
Valid Course Code: 060111

Course Description: This course establishes basic foundations for further study in business and marketing courses and provides essential information for making financial and economic decisions. Students learn about the fundamentals of the American free enterprise system and world economies; application of sound money management for personal and family finances; credit management; consumer rights and responsibilities; forms of business ownership; risk and insurance; and the importance of international trade. Leadership development will be provided through FBLA and/or DECA.
(This course is cross referenced with Marketing Education.)

Content/Process

Students will:

1. Explain characteristics of the free enterprise system and economic growth, the law of supply and demand, role of automation and computers, the interdependency of people, and the importance of world trade.
2. Identify and analyze constitutional freedom, responsibilities, and rights of U.S. citizens, and discuss business ethics and areas in which businesses are thought to have social responsibility.
3. Differentiate capitalism, socialism, and communism; and identify demographic, geographic, and psychographic trends in consumer market.
4. Compare sole proprietorship, partnership, corporation, and cooperative; compare consumers' cooperative to a producers' cooperative.
5. identify major types of financial institutions and define and explain terms relating to credit; explain what is involved in financial security, insurance and retirement planning, and saving and investing.
6. Research and analyze career opportunities in business and marketing and the relationship of education, employment, and wages; identify and describe good job search techniques; and prepare the necessary job application tools.
7. Analyze and discuss the role of the consumer; and recognize consumer rights and responsibilities; distinguish consumer and industrial markets.
8. Identify and explain what is involved in budgeting and demonstrate budgeting and recordkeeping; and examine aspects of resource management such as personal decision making and housing and automobile decisions (including insurance).
9. Identify and explain government and labor's role in business including the role of labor unions and taxation.
10. Identify the nine functions of marketing and explain the economic value of marketing.
11. Utilize activities of FBLA and/or DECA student organizations as an integral component of course content and leadership development.
12. Demonstrate employability and social skills relative to the career cluster.
13. Apply math and communication skills within the technical content.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Digital Literacy
Valid Course Code: 060112

Course Description: Students will use a computer and application software including word processing, presentation, database, spreadsheets, internet, and email to prepare elementary documents and reports. The impact of computers on society and ethical issues are presented.

Content / Process

Students will:

1. Use a word processing program to create, save, print, modify, spell-check, and grammar-check a simple document
2. Use a word processing program to enhance the appearance of a simple document by using centered, right justification, boldface, underlined, and italicized text.
3. Use a word processing program to change the default margins and line spacing.
4. Use a word processing program to create a document with headers, footer, and footnotes.
5. Use a presentation program with text body, graphics, and animation.
6. Use an electronic spreadsheet to create, save, print, modify, and obtain graphs from a simple spreadsheet.
7. Use an electronic spreadsheet to perform basic mathematical operations including, but not limited to, addition, subtraction, multiplication and division.
8. Use an electronic spreadsheet to calculate averages and percent's.
9. Use an electronic spreadsheet program to enhance the appearance of a spreadsheet by changing fonts, foreground, and background colors; and centering text across columns.
10. Use a database management program to create, maintain, and print reports from a simple relational database.
11. Use a database management program to customize the user interface by creating and maintaining forms and reports.
12. Use a database management program to query tables using basic query operations such as "and", "or", "not", etc.
13. Print in landscape and portrait orientations.
14. Use the component of the operating system that helps the user manipulate files and folders to copy, move, rename, and delete files; and to create, copy, move, rename, and delete folders.
15. Use a World Wide Web browser to navigate hypertext documents and to download files.
16. Use Internet search engines and understand their advantages and disadvantages.
17. Use an electronic mail program to send and receive electronic mail.
18. Identify components of a computer
19. Discriminate between ethical and unethical uses of computers and information.
20. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
21. Demonstrate an awareness of computer viruses and basic understanding of ways to protect a computer from viruses.
22. Demonstrate a basic understanding of the impact of computers on society.
23. Use and understand basic computer terminology.
24. Utilize activities of FBL A as an integral component of course content & leadership development.

Connections

- National Standards for Business Education
- 21st Century Skills
- Kentucky Academic Standards
- Kentucky Occupational Skills Standards Assessment (KOSSA)
- KCTCS Course: CIT 105 OR OST 105 & OST 100
- Imagine Academy
- National Standards for Business and Marketing Education - MBA*Research*

Entrepreneurship
Valid Course Codes:
080310 Marketing Education or 060185 Business Education

Course Description: This course is designed to provide students the skills needed to effectively organize, develop, create and manage their own business. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, operations, promotion and selling. The culminating project of the course is the development of a comprehensive business plan. Cooperative education or shadowing experiences may be used to enhance course instruction. Leadership development will be provided through DECA and/or FBLA. (This course cross references with Business Education).
SUGGESTED PREREQUISITE: Principles of Marketing or Business Principles and Applications.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Explain career strategies associated with entrepreneurship.
3. Conduct self-assessment to determine entrepreneurial potential.
4. Explain the factors and personality traits that contribute to the success of a small business entrepreneur.
5. Explain the importance of customer service to an entrepreneur.
6. Describe the financial statements needed for a business plan and the purposes in financial planning.
7. Investigate the role of international trade, opportunities of global markets, and the potential of international trade.
8. Describe the legal considerations for starting a business.
9. Formulate a business plan and describe its components, recognizing the many roles of a small business owner.
10. Identify sources of business start-up information.
11. Discuss market analysis to determine target market.
12. Examine the role of management in a successful business, specific management techniques for small business, and management strategies.
13. Analyze the risks and rewards of starting a business.
14. Analyze pricing in the marketing mix, pricing strategies, and the establishment of a pricing strategy.
15. Evaluate types of business ownership.
16. Determine cost of product (breakeven, markup).
17. Explain the nature of overhead/operating expenses.
18. Identify, evaluate, and select sources for financing a business venture.
19. Identify training procedures, hiring policies, and rights and responsibilities of small business employees.
20. Explain the types of promotion.
21. Prepare a promotional budget.
22. Select and analyze computer software/hardware options for small business; examine benefits of organizational membership.
23. Demonstrate technology skills needed in the workplace.
24. Utilize activities of DECA and/or FBLA as an integral component of course content and leadership development.
25. Exemplify entrepreneurship decision making through projects and simulations.
26. Apply math and communication skills within the technical content.
27. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Fashion Marketing
Valid Course Code: 080111

Course Description: This course is a specialized course that provides instruction in marketing of apparel and accessories. This course is based upon the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution and product/service management. The instruction includes basic fashion and marketing basics, the use of design and color, promotions, visual merchandising and career opportunities. Leadership development will be provided through DECA activities and competitive events.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Analyze historical and current fashion trends.
3. Explain the importance of the fashion industry to the economy.
4. Apply marketing concepts such as market segmentation and target markets as they relate specifically to the fashion industry.
5. Identify the impact of globalization on the fashion industry.
6. explain types of business ownership
7. Explain the types of fashion retailers.
8. Interpret and apply the use of design elements in fashion.
9. Analyze the use of color as it relates to apparel and visual merchandising.
10. Identify and analyze retail positioning techniques.
11. Describe merchandising and buying procedures.
12. Analyze and apply the marketing mix to the fashion industry.
13. Apply math and communication skills needed in the fashion industry.
14. Demonstrate selling and customer service skills related to the fashion industry.
15. Compare career opportunities in the fashion industry.
16. Interpret and use technological skills to research and present evaluations of successful fashion designers.
17. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline) and explain their importance in the workplace.
18. Identify team skills (setting goals, following directions, conflict resolution, listening, time management) and explain how they are important when working in the fashion industry.
19. Demonstrate skills needed to organize and promote a fashion show.
20. Utilize activities of DECA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA) – Retailing/Wholesaling or Marketing
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- Industry Certification – A*S*K (Marketing)
- National Standards for Business and Marketing Education - MBA*Research*
- National Business Education Standards
- 21st Century Skills
- DECA

Fashion Marketing Management
Valid Course Code: 080132

Course Description: This course is designed as a continuation of Fashion Marketing and provides an in-depth study of merchandising techniques, fashion trends, fashion promotion, and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. Leadership development will be provided through DECA activities and competitive events.
SUGGESTED PREREQUISITE: Fashion Marketing

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Examine the role of management and specific management styles.
3. Compare types of business ownership.
4. Describe current economic trends in the United States and outline the influence of the trends on decision-making in fashion marketing.
5. Describe the impact of economic indicators such as consumer discretionary income, inflation, gross domestic product, and productivity on consumer spending on fashion.
6. Contrast typical profit margins of manufacturers, wholesalers, and retailers in the fashion industry.
7. List and describe typical channels of distribution utilized in fashion marketing.
8. Identify and describe major laws that regulate and/or impact the fashion industry.
9. Demonstrate an understanding of forecasting sales, calculating financial ratios, explaining the nature of operating budgets, and developing company's/departments budget.
10. Define market segmentation and describe its relationship to target marketing.
11. Define market research and list several methods of conducting research.
12. Analyze fashion apparel buying and merchandising procedures.
13. Prepare a buying plan and calculate open-to-buy based on cost and retail for selected products in an identified business.
14. Explain the selling process and the nature of sales management.
15. Explain the nature of product branding and develop strategies to position product/business
16. Create a fashion related visual merchandise display.
17. Develop a promotion plan with a budget.
18. Apply design and color concepts to create a collection of apparel items based on the customers' style, colors, shape and wants
19. Demonstrate skills needed to organize and promote a fashion show.
20. Apply math and communication skills needed in the fashion industry.
21. Utilize activities of DECA as an integral component of course content and leadership development.
22. Demonstrate employability and social skills relative to the fashion industry.
23. Research a fashion marketing career path from entry-level position to management.
24. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- 21st Century Skills
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Financial Literacy—Interdisciplinary Course
Valid Course Codes:
080718 Marketing Education (CTE Credit) or 080719 Marketing Education (Math Credit)
060170 Business Education (CTE Credit) or 060171 Marketing Education (Math Credit)

Course Description: This course is designed to provide students with the knowledge and skills to manage one's financial resources effectively for lifetime financial security. Topics include economics, money in the economy, budgeting, credit, consumer rights, investments and retirement planning. Leadership development will be provided through FBLA/DECA.

Content/Process

Students will:

1. Define and give examples of economic needs & wants.
2. Explain why scarcity requires individuals, governments, and societies to make choices.
3. Define and give examples of the opportunity cost of personal choices.
4. Identify the types of economic systems (i.e., traditional, command, market, & mixed) and how they answer the questions of what, how, and for whom goods & services are produced.
5. Demonstrate an understanding of inflation and its effect on purchasing power.
6. Describe the role of the FDIC and the events that led to its creation.
7. Analyze how career choice, education, and skills effect income.
8. Explain the role of money in today's economy.
9. Identify types of currency (e.g., paper money, coins, bank notes, government bonds, treasury notes).
10. Examine the importance of re-evaluating financial plans as income and financial needs change throughout the life cycle.
11. Evaluate services & cost associated with a personal savings account.
12. Use appropriate steps in writing checks and reconciling a bank statement.
13. Differentiate among types of electronic monetary transactions (e.g., debit cards, ATM, automotive deposits/payments) offered by various financial institutions.
14. Compare cost and benefits of online and traditional banking.
15. Identify the functions of the Federal Reserve.
16. Explain how to use a budget to manage spending and achieve financial goals.
17. Describe the advantages and disadvantages of various savings and investing plans.
18. Understand interest and the time value of money.
19. Develop a personal financial plan, including goals, net worth, cash flow statement, insurance plan, investing plan and a budget.
20. Identify the costs and benefits of various types of credit.
21. Explain how credit card grace periods, methods of interest calculations, and fees affect borrowing costs.
22. Compare and contrast various types of loans(e.g., installment, mortgage, balloon, home equity).
23. Explain credit ratings and credit reports and describe why they are important to consumers.
24. Explain the cause and effect of bankruptcy.
25. Identify consumer credit laws and explain the protection they provide.
26. Identify and state the purpose of legislation that regulates consumer credit and electronic credit transactions.
27. Develop skills needed to protect from identity theft.
28. Explain the different taxes that affect an individual's income (e.g., payroll, income, FICA).
29. Differentiate between gross and net income.
30. Complete various documents for reporting taxes (e.g., W-2, W-4, 1040, 1040EZ).
31. Analyze the cost and benefits of paying taxes.
32. Describe types of benefits (e.g. retirement, insurance, leave, stock purchases) offered by employers.
33. Identify types of insurance (e.g., automotive, health, home, life.) an individual should own.
34. Compare & contrast major types of investment alternatives (e.g., IRA, 401K, mutual funds).
35. Discuss the reasons why an individual might need a savings or investment plan (e.g., emergencies, long & short term goals, retirement).
36. Identify regulatory agencies and their functions (e.g., Federal Deposit Insurance Company (FDIC), Securities Exchange Commission (SEC), Federal Reserve, Internal Revenue Services (IRS).
37. Demonstrate employability and social skills relative to the career cluster.
38. Apply math and communication skills within the technical content.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skills Standards - Financial Services (KOSSA)
- Kentucky Academic Standards
- National Standards for Business and Marketing Education - MBA*Research*

Financial Services I
Valid Course Codes:
080410 Marketing Education or 060311 Business Education

Course Description: This course is designed for 11th and 12th grade students interested in pursuing a career in the financial institution field. It involves operation of a student financial center in cooperation with a sponsoring bank, which provides application of banking and financial procedures and concepts. Leadership development will be provided through FBLA and/or DECA. (This course is cross referenced with Marketing)
SUGGESTED PREREQUISITE: One Business Or Marketing credit and Special Permission of the Instructor

Content/Process

Students will:

1. Develop and manage a student financial center through the sponsorship of a local bank.
2. Research career opportunities in financial services.
3. Demonstrate financial activities of a student financial center including preparing, maintaining, and analyzing financial statements.
4. Apply communication skills and demonstrate appropriate customer/employee and employee/employer interactions/relations.
5. Define basic banking terminology and develop an understanding of how banks function within the U.S. economy.
6. Demonstrate and understanding the importance of marketing skills when operating a student financial center.
7. Produce documents integrating current word processing, database and spreadsheet applications.
8. Understand the functions of the Federal Reserve System and the role of FDIC.
9. Practice safety and security procedures when operating the student financial center.
10. perform a variety of banking operations (e.g., operating a teller station, reconcile accounts with statements, prepare cash in and cash out tickets, process cash and checks for deposit, process loan applications, and accept loan payments).
11. Develop an employment portfolio (resume, letters of reference, etc.) and demonstrate job interview techniques.
12. Define examples of credit used by consumers, businesses, and government.
13. Apply math and communication skills within the technical content.
14. Develop standards and policies for extending credit and making collections.
15. Discuss relationship between retailers and financial services (in-store banks, ATMs, credit cards, financing/layaway, etc.).
16. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
17. Demonstrate employability and social skills relative to the career cluster.
18. Utilize available technology in the daily operation of the financial center

Connections

- Kentucky Occupational Skill Standards – Financial Services (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- National Business Education Standards
- National Standards for Business and Marketing Education - MBA*Research*

Financial Services II
Valid Course Codes:
080451 Marketing Education or 060351 Business Education

Course Description: Financial Services II is a continuation of Financial Services I, providing opportunities to enhance students' employment portfolio. Students continue to learn and practice financial activities associated with the operation of a bank and other finance-related institutions in addition to assuming management and supervisory responsibilities, including training "new employees." Students will participate in a work-based learning experience Leadership development will be provided through FBLA and/or DECA. (This course is cross referenced with Marketing Education)
SUGGESTED PREREQUISITE: Financial Services I

Content/Process

Students will:

1. Demonstrate interpersonal management skills and provide training and supervision for new employees.
2. Continue financial activities of a student financial center including preparing, maintaining and analyzing financial statements
3. Participate in a work-based learning experience related to a financial services industry.
4. Explain operations of the student financial center to first-year students.
5. Plan, organize, and prepare financial center for opening.
6. Apply communication skills by preparing and presenting oral presentations on work ethics, professional image, and other work-related topics.
7. Update employment portfolio.
8. Demonstrate decision-making skills and teamwork by reviewing current fee structure, policies, interest rates, and products and making recommendations for change if needed.
9. Identify financial management practices and the purposes of savings and banking services (e.g., checking and saving accounts, debit/credit, certificate of deposit).
10. Apply appropriate math and communication skills relative to the career cluster.
11. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
12. Demonstrate employability and social skills relative to the career cluster.

Connections

- Kentucky Occupational Skill Standards – Financial Services (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- National Standards for Business and Marketing Education - MBA*Research*
- National Business Education Standards

Internet Marketing
Valid Course Code: 081310

Course Description: This course provides an in-depth study in electronic marketing/commerce associated with the internet or sometimes called E-Commerce. Students learn how to practice good marketing principles in an "electronic" marketing place. This course is based on the Business and Marketing Core that includes communication skills, distribution, product/service planning, promotion, and selling. Leadership development will be provided through DECA.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect organize communicate information and ideas
2. Explain the impact of the Internet on marketing
3. Identify ways that technology impacts business
4. Survey the various disciplines in electronic marketing (i.e., promotion, store pricing, purchasing, web sales, warehousing, distribution, staffing, site maintenance and customer relations).
5. Apply math, science, and communication skills within the technical content.
6. Reinforce communication, human relations, writing and speaking skills through communications in the promotion. sale, site maintenance and customer service units.
7. Demonstrate problem-solving and decision-making skills as they apply in human relations, market information management, site maintenance or product service planning.
8. Develop real-life portfolio entries through web sites, web pages, and electronic advertisement learned in promotion unit.
9. Investigate the various types of risks that impact business activities; categorize the risks as natural, human, electronic, or economic; and explain methods a business uses to control risks and security in the electronic market.
10. Understand the role and characteristics of marketing in three different types of economic systems: capitalism, socialism and communism in a world wide electronic market.
11. Utilize activities of the DECA student organization as an integral component of course content and leadership development.
12. Create a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
13. Investigate and analyze the role of technology in improving the marketing process.
14. Develop a marketing plan for a new or existing business or product line.
15. identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Retail Skill Standards

Marketing Education Co-Op
Valid Course Code: 080707

Course Description: Cooperative Education for CTE courses provide supervised work site experience related to the student's identified career pathway. A student must be enrolled in an approved capstone course during the same school year that the co-op experience is completed. Students who participate receive a salary for these experiences, in accordance with local, state and federal minimum wage requirements according to the Work Based Learning Guide.
Content/Process
Students will: 1. Demonstrate and practice safe work habits at all times. 2. Gain career awareness and the opportunity to test career choice(s) 3. Receive work experience related to career interests 4. Integrate classroom studies with work experience 5. Receive exposure to facilities and equipment unavailable in a classroom setting 6. Increase employability potential
Connections • Post-Secondary: KCTCS CIT 290 • CTSO's –FBLA, DECA • Kentucky Occupational Skill Standards (KOSSA) • Secretary's Commission on Achieving Necessary Skills (SCANS) • Kentucky Academic Standards • 21st Century Skills • National Standards for Business and Marketing Education - MBA*Research*

Marketing Education Internship
Valid Course Code: 080708

Course Description: Internship for CTE courses provide supervised work-site experience for high school students who are enrolled in a capstone course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee-employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information referenced to the Work Based Learning Guide

Content/Process

Students will:

1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choice(s)
3. Receive work experience related to career interests
4. Integrate classroom studies with work experience
5. Receive exposure to facilities and equipment unavailable in a classroom setting
6. Increase employability potential

Connections

- Post-Secondary: KCTCS CIT 290
- CTSO's – FBLA, DECA
- Kentucky Occupational Skill Standards
- Secretary's Commission on Achieving Necessary Skills
- National Standards for Business and Marketing Education - MBA*Research*

Mathematics for Business and Industry—Interdisciplinary Course
Valid Course Codes:
080772 Marketing Education (CTE Credit) or 080780 (Math Credit)
060172 Business Education (CTE Credit) or 060190 (Math Credit)

Course Description: This course enables the student to explore mathematical content for personal, business, and industrial use. Math concepts and skills are applied through study and problem-solving activities in real-world situations in the following areas: banking, measurement, borrowing and investing, consumer purchases, and financial management. Appropriate business forms are used in each unit. Leadership development will be provided through FBLA/DECA.

Content/Process

Students will:

1. Use the touch method on electronic calculators to solve real-world mathematical problems which relate to business and industry.
2. Apply math and communication skills within the technical content.
3. Use mathematical operations to enable students to understand gross and net income and different methods of earning income.
4. Demonstrate mathematical reasoning in figuring and recording checking and savings account transactions.
5. Calculate simple and compound interest of an initial investment over a set amount of time.
6. Calculate a function identifying the dependent and independent variables (i.e., unit price=price per time divided by measure or count).
7. Write a two variable equation to represent the amount of a lease payment (i.e., if the lease pays $17 per $1,000).
8. Calculate the mean and standard deviation of the daily closing cost on a particular stock and plot the data and draw the curve of best fit.
9. Use a spreadsheet to calculate monthly interest, principal amount, and balance on a personal or business loan.
10. Analyze financial statements and calculate current ratio, debit-equity ratio, and return on capital.
11. Write and solve equations with two variables such as calculating gross pay based on salary plus commission.
12. Research and analyze career opportunities requiring application of math skills.
13. Use mathematical reasoning to compare cash purchases, credit cards, charge accounts, markups, and discounts.
14. Demonstrate mathematical reasoning in calculating various types of loans, investments, and interest, including compound interest.
15. Design and manipulate spreadsheets and graphs according to the availability of technology.
16. Use mathematical problem solving to figure the costs involved in purchasing and maintaining a vehicle and a home and the methods of figuring depreciation.
17. Identify and compare various types of insurance.
18. Demonstrate mathematical applications relating to personnel, production, sales, marketing, warehousing, and distribution.
19. Demonstrate employability and social skills relative to the career cluster.
20. Utilize activities of FBLA & DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- Kentucky Academic Standards
- KCTCS Course: OST 213
- Imagine Academy
- National Standards for Business and Marketing Education - MBA*Research*

Principles of Hospitality
Valid Course Code: 080910

Course Description: This course is designed for students interested in marketing careers in the hospitality industry. The instruction includes career awareness in the areas of recreation, travel/tourism, hotel/motel, and restaurant. This course is based on the business and marketing core that includes communication skills, economics, operations, promotion, selling, and product/service management. Leadership development will be provided through DECA activities and competitive events.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Describe the evolution and current trends in the hospitality industry.
3. Identify and describe major types of businesses found in the hospitality industry.
4. Describe social, environmental, economic and business factors related to the hospitality industry.
5. Develop customer-service skills, employee/employer relations and other interpersonal skills.
6. Identify advantages and disadvantages of working in the hospitality industry.
7. Explain the impact of meetings, conventions, and conferences on the economy.
8. Illustrate the service delivery system of a full-service hotel and make an oral presentation.
9. Shadow an individual in the restaurant industry and create a job description for a newspaper ad for this position.
10. Plan management operations for a special event that involves all aspects of hospitality careers in the travel tourism arena.
11. Describe the types of promotional strategies and media used in the hospitality industry.
12. Apply math and communication skills within the technical content.
13. Identify the concept of marketing mix and market segmentation as it relates to the hospitality industry.
14. Research career opportunities, job responsibilities and employment requirements in the hospitality industry.
15. Utilize activities of DECA as an integral component of course content and leadership development.
16. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- Kentucky Academic Standards
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Principles of Marketing
Valid Course Code: 080716

Course Description: This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace, marketing functions including purchasing, pricing, and distribution functions. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through DECA activities and competitive events.

Content/Process

Students will

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Identify and determine personal opportunities available within the Marketing program, (through both the course work and DECA) which will allow success during the high school career.
3. Interpret the importance of economic principle and apply the knowledge to real-life scenarios using classroom activities and materials.
4. Analyze the various disciplines in marketing (i.e., purchasing, inventory control, sales, warehousing, distribution, staffing, and customer relations).
5. Apply math and communication skills within the marketing content.
6. Analyze and apply skills associated with communication, human relations, writing and speaking skills through communications in the promotion and salesmanship units.
7. Demonstrate problem-solving and decision-making skills as they apply in economics, personal finance, human relations, distribution, or product service planning.
8. Develop real-life portfolio entries through brochures or advertisement learned in promotion unit.
9. Demonstrate employability and social skills relative to the career cluster.
10. Investigate the various types of risks that impact business activities; categorize the risks as natural, human or economic; and explain methods a business uses to control risks.
11. Interpret the role and characteristics of marketing in three different types of economic systems: capitalism, socialism, and communism.
12. Incorporate activities of DECA as an integral component of course content and leadership development.
13. Develop a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
14. Analyze and apply the role of technology in improving the marketing process.
15. Describe and evaluate a marketing plan for a new or existing business or product line.
16. Explain ways to make responsible buying decisions in relations to wants and needs
17. Compare products & services based on these factors (e.g., price, quality, availability, comparison shopping) to consider when making consumer decisions
18. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Principles of Teaching
Valid Course Code: 331020

Course Description: This course provides opportunities for students with an interest in teaching to develop skills, strategies, and techniques used for instruction at various grade levels. Instruction addresses the principles and procedures for promoting the physical, emotional, social, and intellectual development of children, adolescents and developmentally appropriate practices in educational settings. Students will gain work experience in classrooms with certified teachers as part of their course work. Other components include the development of a four-year post-secondary plan, salaries and benefits of a teacher, job security, and future projections of the job market. Leadership

Content/Process

Students will:

1. Develop a lesson plan using strategies/methods taught in class.
2. Teach a lesson using the lesson plan developed by the student.
3. Compile the characteristics of an effective teacher.
4. Trace through time the history of American education.
5. Describe the requirements to become a teacher.
6. Identify the qualities of teacher professionalism and leadership.
7. Explore diversity and its implications in the classroom, including diverse teaching methods.
8. Observe, interact and reflect on teaching and learning in classrooms.
9. Describe how education systems are organized.
10. Define curriculum and identify the forces that influence its development.
11. Analyze different methods used to assess student learning.
12. Identify issues and challenges in education today such as No Child Left Behind, changing family patterns, cultures of schools, etc.
13. Identify career opportunities for educators.
14. Develop a four-year post-secondary plan.
15. Utilize activities of a career and technical student organizations as an integral component of course content and leadership development.
16. Apply math, science and communication skills within technical content.
17. Demonstrate employability and social skills relevant to the career cluster.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- Kentucky Occupational Skill Standards Assessment (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*

Promotional Applications & Media
Valid Course Code: 081512

Course Description: This course is designed to provide students with hands-on applications, of running a school based industry simulated experience. Students will apply basic fundamentals of advertising using digital and print media. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, product/service mgt and promotion. Leadership development will be provided through DECA.

Content/Process

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Demonstrate an understanding of digital media.
3. Utilize digital audio, digital video, the World Wide Web and other technologies that can be used to distribute digital content.
4. Prepare a graphic presentation that describes and gives examples of the elements of the promotional mix.
5. Research the development of internet advertising (e-mails, portal, banner ads) over the past decade.
6. Demonstrate a fundamental knowledge of marketing concepts and promotional media as they relate to a specific business.
7. Analyze the promotional mix of various businesses and make recommendations for media selections.
8. Develop a one-year budget for promotional media based on anticipated sales.
9. Identify misleading or deceptive advertising practices
10. Demonstrate how to select and use appropriate media software to promote products or services.
11. Develop a website for school based enterprise.
12. Create a 15 second video advertising the school based enterprise.
13. Apply advertising fundamentals in developing a print ad for the school newspaper.
14. Produce a slide show from a storyboard using text, graphics and sound with appropriate transition and effects.
15. Analyze how advertising & promotion jobs have changed due to scientific advancement and increase use of technology.
16. Apply math and communications skills needed in the advertising and promotion industry.
17. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the workplace.

Connections

- Kentucky Occupational Skill Standards
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Retail Marketing
Valid Course Code: 081411

Course Description: This course is designed to provide an overview of the marketing responsibilities of individuals employed in the retail industry. This course is based on the business and marketing core that includes communication skills, operations, distribution, marketing-information management, pricing, product/service management, promotion and selling. The Kentucky Occupational Retail Services Skill Standards are integrated into this course giving students the opportunity to receive Retail Skill Standards Certification. Leadership development will be provided through DECA activities and competitive events**.**

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate internet links and other kinds of technology to collect, organize, and communicate information and ideas.
2. Identify types of retailers (e.g., brick-and-mortar, e-commerce, etc.).
3. Investigate successful retailers of the past and present.
4. Identify and determine business risk factors.
5. Formulate awareness and understanding of emerging trends and globalization in retailing.
6. Explain when and how to buy merchandise for a retail store.
7. Identify aspects of product and service planning like packaging, warranties and selecting the right product mix.
8. Explain the factors affecting pricing decisions including legal considerations and competition.
9. Conduct a physical inventory of a school based enterprise, marketing department, or local retail store.
10. Develop spreadsheets and utilize other computer software for the purpose of controlling and tracking inventory.
11. Apply economic concepts like supply and demand, competition, scarcity and opportunity costs.
12. Compare products and services based on price, quality, features, and warranties to understand consumer decision making.
13. Develop customer-service skills and practice in role play situations.
14. Demonstrate the selling process (open the sale, question, handle objections, present features and benefits, suggestive selling, close, and follow-up).
15. Develop spreadsheets and utilize other computer software for the purpose of measuring sales and making decisions from information gathered.
16. Develop a research tool as a part of a marketing research project.
17. Develop a promotion plan after examining each part of the promotional mix.
18. Identify risk management techniques related to employees, safety, security and loss prevention.
19. Research career choices in retailing and match with personal goals.
20. Create a career portfolio including a resume, letters of reference, certifications of training and samples of work.
21. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality) and explain their importance in the workplace.
22. Demonstrate skills needed for effective personal financial planning (including budgeting, investing, consumerism and credit management).
23. Apply math and communication skills within the technical content.
24. Utilize activities of DECA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards Assessment (KOSSA) – Retail or Marketing
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- Industry Certification – A*S*K (Marketing)
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*
- National Business Education Standards

Retail Marketing Management
Valid Course Code: 081431

Course Description: This course is designed as a continuation of Retail Marketing and provides an in-depth study of merchandising techniques and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. Leadership development will be provided through DECA activities and competitive events.
SUGGESTED PREREQUISITE: Retail Marketing

Content/Process

Students will

1. Research the structure of business ownership and explain considerations in business planning
2. Identify and explain basic functions of management, management styles, criteria used in setting and achieving goals, leadership characteristics, and procedure for monitoring and evaluating employer performance.
3. Research and analyze career opportunities in management
4. Develops an employment portfolio (resume, letter of reference, etc.) and demonstrate job interview techniques.
5. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
6. List and describe typical channels of distribution utilized in retail marketing.
7. Demonstrate an understanding of forecasting sales, calculating financial ratios, explaining the nature of operating budgets, and developing company's/department budgets.
8. Define market segmentation and describe it's relationship to target marketing.
9. Analyze the buying of merchandise for retail sale and the different merchandising procedures that could be used.
10. Prepare a buying plan and calculate open-to-buy based on cost and retail for selected products in an identified business.
11. Explain the selling process and the nature of sales management.
12. Explain the nature of product branding and develop strategies to position product/business.
13. Develop a promotion plan with a budget for a retail business.
14. Apply math and communication skills needed in operating a retail business.
15. Utilize activities in DECA as an integral component of course content and leadership development.
16. Demonstration employability and social skills relative to working in a retail business.
17. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's commission on Achieving Necessary Skills (SCANS)

Sports and Event Marketing
Valid Course Code: 081121

Course Description: This course is designed to develop a thorough understanding of the marketing concepts and theories that apply to sports and events. This course is based on the business and marketing core that includes communication skills, distribution, marketing-information management, pricing, product/service management, promotion, selling, operations, strategic management, human resource management, and the economic impact and considerations involved in the sports and event marketing industries. Leadership development will be provided through DECA.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Develop knowledge of marketing research and its importance to sports and event marketing.
3. Develop an understanding of career opportunities in the sports and event industry.
4. Demonstrate a fundamental knowledge of marketing concepts, functions, and strategies as they relate to sports and events.
5. Identify the role and components of sponsorships.
6. Identify and evaluate why businesses would sponsor a sports property or event.
7. Explain the role and types of promotions.
8. Identify the components of a promotion mix for a sports marketing or entertainment event.
9. Explain the process of developing and the factors involved in developing a promotion plan for an event or sports property.
10. Describe the importance of personal selling and customer service in sport/event marketing.
11. Describe relationships and factors that motivate people to participate in/attend sport/event.
12. Describe the importance of advertising and media selection in promoting a sports/entertainment event.
13. Analyze the impact of legal issues (i.e. contracts, unions, intellectual properties, liability/risk management) on the sport/event industries.
14. Identify the components of branding, licensing, and intellectual properties within the sports and event industry.
15. Discuss the economic impact of sports/events on local communities/regions.
16. Demonstrate an understanding of basic economic concepts (i.e. supply and demand, price elasticity, economic utility, free enterprise).
17. Explain the factors involved in planning, conducting, and evaluating a sporting and or entertainment event.
18. Apply math and language arts skills relevant in the sports/event industry.
19. Describe employability skills required for success in the sports/entertainment marketing industry.
20. Utilize activities of DECA as an integral component of course content and leadership development.
21. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.
22. Describe the factors involved in offering a product/service or product mix based on market opportunities in the sports and event industry.
23. Describe the factors involved in selecting the distribution channels and methods in the sports and event industry.
24. Describe the factors involved in the pricing decision in the sports and event industry.

Connections

- Kentucky Occupational Skill Standards – Marketing and Retail Services (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills

Travel and Tourism Marketing
Valid Course Code: 080911

Course Description: This course introduces the student to the travel and tourism industry. This course is based on the Business and Marketing Core that includes communication skills, economics, human resource management, promotion, marketing-information management, and selling. Instruction includes domestic and international travel, sales techniques, transportation methods (road, water, air, railway), food and beverage marketing, and destination marketing. Leadership development will be provided through DECA.

Content/Process

Students will:

- Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
- Identify and describe the career opportunities, job responsibilities, and employment requirements in the travel and tourism industry.
- Describe the qualifications of a travel consultant and the services they provide.
- Contrast the advantages of proprietorship, partnership or corporation as an organizational structure for a travel agency.
- Describe the impact travel and tourism has on the local, state and national economy.
- Identify the concept of marketing mix and marketing segmentation as it relates to the travel & tourism industry.
- Describe the current trends in the travel & tourism industry.
- Identify and describe major businesses found in travel & tourism.
- Describe social, environmental, economic and business factors that impact travel & tourism.
- Describe the types of products & services hotel & lodging facilities offer to the business travel market.
- Describe the types of promotional strategies used in the travel & tourism industry.
- Identify factors that impact the profit margin of different types of businesses in the travel & tourism industry.
- Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel.
- Identify trends in the use of technology in the travel & tourism industry.
- Apply math and communication skills within the technical content.
- Identify key web sites that provide up-to-date information.
- Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.
- Research travel destinations exploring a variety of geographic locations and identify their cultural differences

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- 21st Century Skills
- Secretary's Commission on Achieving Necessary Skills (SCANS)

COMPLEMENTARY OR ADVANCED COURSEWORK BEYOND MARKETING CAREER PATHWAY(s)
Introductory courses or upon completion of a pathway, additional coursework to enhance student learning is encouraged. Credits earned in Introductory, Advanced or Complementary Coursework "Beyond the Pathway" ***may NOT be substituted for pathway courses in order to achieve Preparatory or Completer status***.
• Advanced Finance & Credit 080411 (Marketing) / 060399 (Business)
• Business & Marketing Career Exploration 080710 (Marketing) / 060195(Business)
• Business Economics 080317 (CTE Credit) 080318 (Economics Credit) / 060511 (CTE Credit) 060596 (Economics Credit)
• Career Options
• Food Marketing 080721
• International Marketing 080912
• JAG Courses
• Leadership Dynamics 080799 (Marketing) / 060196 (Business)

Advanced Finance and Credit
Valid Course Codes:
080411 Marketing Education or 060399 Business Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course is designed to develop an understanding of financial markets, investing institutions, and the finance and credit industry in our economic system. It includes an introduction to the allocation of financial resources, the effects of the finance and credit institutions on the business community, and the impact that financial decisions have on the consumer market. Areas of study include stock markets, bonds, futures, commodities, interest rates and the economy, interpretation of financial information, insurance and risk management, and job opportunities in the finance and credit area. This course should include real and/or simulated occupational experiences and projects. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Marketing Education.)*
SUGGESTED PREREQUISITE: Business Principles and Applications OR Business Economics OR Financial Services I.

Content/Process

Students will:

1. Recognize characteristics of good customer service.
2. Develop an understanding of credit transactions including the laws that govern these functions.
3. Apply math and communication skills within the technical content.
4. Explain buying and selling stock, identify the various stock exchanges and indices, and discuss/interpret the conditions that affect stock market fluctuations.
5. Develop an understanding of the profit objective of a financial institution.
6. Investigate and discuss the federal and state deposit insurance guidelines and practices.
7. Distinguish among various types of risk (economic, natural, human, pure, speculative, etc.) and evaluate the handling of business risk.
8. Develop appropriate advertising campaign for financial institution; prepare marketing procedures for paper products and services.
9. Differentiate between terminology for credit and savings transactions.
10. Apply math, communication, and accounting skills in preparing and analyzing financial statements.
11. Research career opportunities in the finance and credit industry.
12. Demonstrate employability and social skills relative to the career cluster.
13. Explain and analyze the sources of revenue for federal, state, and local governments.
14. Identify sources and functions of consumer credit and explain the relationship of consumers with the economy.
15. Analyze various aspects of foreign trade and finance, including foreign exchange and balance of trade.
16. Differentiate between recession and depression.
17. Examine financial management as it relates to government and business.
18. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Business and Marketing Career Exploration - 8th & 9th Grade
Valid Course Codes:
080710 Marketing Education or 060195 Business Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course provides students with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided. A variety of instructional resources, self-assessment instruments, and career interest surveys are included in the updating of the Individual Learning Plan (ILP). Interpersonal skill development and orientation to word processing, computer spreadsheet, and database are included. Leadership development will be provided through FBLA and/or DECA. *(This course is cross referenced with Business Education.)*

Content/Process

Students will:

19. Reinforce basic skills in human relations and in both written and oral communication including customer relations.
20. Develop a personal portfolio of careers to explore; research and prepare reports about business and marketing careers.
21. Complete self-assessment surveys to link interests, hobbies, skills, and school subjects to occupations.
22. Complete a career interest survey identifying general likes and dislikes, personal skills, and job values.
23. Complete a job application, compose a resume and a letter of application, and prepare for an interview.
24. Define world of work vocabulary; explain concepts relating to the world of work; and explore the importance of business ethics.
25. Develop and/or update Individual Learning Plans.
26. Develop decision-making, problem-solving, and critical thinking skills to become life-long learners and self-directed individuals.
27. Develop and key a budget using spreadsheet and database software, based upon a desired adult lifestyle.
28. Identify and summarize why people need to work to meet basic needs.
29. Describe what academic skills are needed for a career in the business and marketing cluster.
30. Explain & evaluate resources that can be used for researching job and career information.
31. Describe and explain the importance of good work habits/ethics in the workplace.
32. Explain how jobs/careers have been created as a result of scientific and technological advancements.
33. Identify and explain skills used to seek, obtain, maintain, and change jobs/careers.
34. Apply communication skills within the technical content.
35. Demonstrate employability and social skills relative to the career cluster.
36. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.

Connections

- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Occupational Skills Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- 21st Century Skills
- Individual Learning Plan – Career Cruising

Business Economics—Interdisciplinary Course
Valid Course Codes:
080317 Marketing Education (CTE Credit) or 080318 (Social Studies Credit – Economics)
060511 Business Education (CTE Credit) or 060596 (Social Studies Credit - Economics)

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course is designed to be a comprehensive study of economics which meets the economics requirement for graduation. It provides an in-depth study of how people produce, distribute, and consume goods and services. Economic terminology, theory, and a comparison of economic systems and policies are integral to the course. Simulations and/or actual work situations may be used to provide practical experience with various economic conditions.

Content/Process

Students will:

1. Discuss how economic policies are determined by elected officials
2. Demonstrate an understanding of the cause/effect of business cycles and how monetary and fiscal policy can be used to regulate these problems.
3. Compare the characteristics and benefits of a market economy, command economy, mixed economy and traditional economy and how each economic system answers the basic economic problem of scare resources.
4. Examine the relationship between the government and the economy.
5. Utilize decision-making models to make economic choices and determine the opportunity cost of those choices.
6. Utilize activities of FBLA and/or DECA as an integral component of course content and leadership development.
7. Discuss how the economy of the United States attempts to meet the needs of its citizens
8. Understand why people from other nations have come to the United States because of economic opportunities.
9. Demonstrate employability and social skills relative to the career cluster.
10. Analyze economic concepts and understand their relevance to different economic situations.
11. Analyze the impact of international issues and concerns on personal, national, and international economics.
12. Analyze the role culture plays in economic issues of production, distribution, and consumption of goods and services.
13. Create graphs that illustrate shortages and surplus and describe how the market works to eliminate these conditions; identify the effects each change has on equilibrium, price and quantity.
14. Analyze current economic conditions by using economic indicators.
15. Understand that scarcity is the basic economic problem facing individuals, societies, and nations.
16. Analyze how a nation's wealth and trade potential are tied to its' resources.
17. Explore how international trade and multinational companies have led to a global economy.
18. Understand how the United States' economy has changed from a rural to an industrial economy to a leader in the global economy.
19. Appraise the effects of technological changes, changes in consumer preferences, price inputs, environment, and legislation on supply and demand and price of goods/services.
20. Create demand curve graph for two firms (one monopoly and one oligopoly) and explain the levels of output for a firm in perfect conditions
21. Apply math and communication skills within the technical content.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- Kentucky Academic Standards
- 21st Century Skills
- National Standards for Business and Marketing Education - MBA*Research*
- National Business Education Standards

Food Marketing
Valid Course Code: 080721

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course prepares the student for the challenging field of retail food marketing, including the marketing of food, beverages, and related products through various types of retail stores. This course is based on the Business and Marketing Core that includes operations, strategic management, professional development, promotions, product/service management, distribution, pricing, and selling. Instruction can be enhanced through the use of a school-based enterprise (such as a Kroger Store) and it's activities. Both marketing and employment skills learned will increase the chance of successful transition into the world of work. Leadership development will be provided through DECA activities and competitive events.

Content/Process

Students will:

1. Use computers/electronic equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
2. Identify the types of business in food marketing.
3. Explain the roles, functions, and services of food manufacturers, agent/broker, wholesalers, and distributors to the food marketing industry.
4. Describe trends and issues in the food marketing industry.
5. Explain the role of the food marketing industry in the free enterprise system.
6. Describe the economic concepts of supply and demand and customer wants and needs as they impact retail food marketing.
7. Explain the purpose of financial records (budgets, balance sheets, and income statements) in relation to retail food marketing.
8. implement the tasks for store operations including basic stock lists, method of receiving goods, product selection ordering procedures, constructing displays, tagging and signage of merchandise, cashiering skills and basic housekeeping policies and procedures.
9. Explain how the basic marketing functions are implemented in the retail food store.
10. describe the impact of market segmentation at the retail food store level, including analysis of target market and buying behavior
11. Describe the typical channels of distribution for selected products in each department of a retail food store.
12. Explain the importance of pricing as a factor in the success or failure of a retail food store.
13. Describe the nature and scope of external and internal promotional strategies.
14. Describe typical types of customer services provided in the retail food store.
15. Explain the functions of management in a retail food store.
16. Develop a plan for effective communication and team building between retail food store managers and employees.
17. Apply mathematical principles in analyzing both cost and retail price, mark-up, profit margin, gross sales, net sales, net profit, net inventory vale and monthly turnover rate.
18. Identify the required safety and sanitation procedures in the food marketing industry, implement good person hygiene, product safety and sanitation, recognize the importance of local, state and federal laws pertaining to safe product handling, storage and display.
19. Explain ways to address risk management as it applies to loss prevention methods and security issues, including typically occurring customer accidents, legal issues, labor disputes, shoplifting, employee pilferage and theft, bad checks and counterfeiting.
20. Identify career opportunities within the levels of the food marketing industry. Students will demonstrate employability and social skills relative to the food marketing industry and create a long-range career plan which includes training, education, experience and work-based learning.
21. Identify and determine personal opportunities available within the Marketing program, as well as the DECA events relating for the Food Marketing career area.
22. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- National Retail Skill Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

International Marketing
Valid Course Code: 080912

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course is designed to explore the cultural, economic, political, legal, and technological environments facing international marketers in today's global economy. Students will find out what it takes to be a successful international marketer and open up a world of opportunity. Leadership development will be provided through DECA.
SUGGESTED PREREQUISITE: Principles of Marketing or its equivalent.

Content/Process

Students will:

1. Research the impact of different cultural aspects on international trade (cultural diversity and demographics in international markets.)
2. Examine the impact of geography on international trade.
3. Analyze current trends concerning international economics.
4. Investigate careers available in international marketing.
5. Demonstrate a knowledge of the importance of emerging trends and technologies in international marketing.
6. Evaluate the economic interdependence of different countries.
7. Analyze the major trade agreements governing world trade and demonstrate a knowledge of the principal functions of international and United States governmental agencies responsible for promoting international commerce and stability.
8. Compare the different types of barriers and trade supports.
9. Compare and contrast international marketing with target marketing.
10. Describe the similarities between multinational marketing and mass marketing.
11. Examine the standard business practices involved in exporting and importing.
12. Assess cultural, economic, and political influences of multinational businesses.
13. Research the cultural, economic, and political differences and similarities among countries.
14. Explain how international money markets function.
15. Describe how language, culture, available media, and regulations affect international advertising.
16. Utilize activities of DECA as an integral component of course content and leadership development.
17. Demonstrate employability and social skills relative to the career cluster.
18. Apply math and communication skills within the technical content.

Connections

- Kentucky Occupational Skill Standards (KOSSA)
- National Standards for Business and Marketing Education - MBA*Research*
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)

Leadership Dynamics
Valid Course Codes:
080799 Marketing Education or 060196 Business Education

(*May not be used or substituted for pathway courses in order to achieve Preparatory or Completer Status)*

Course Description: This course is designed to assist students with developing skills needed to be successful leaders and responsible members of society. The student will develop personal attributes and social skills. Emphasis will be placed on interpersonal skills, team building, communication, personal development and leadership. This course will include opportunities for students to apply their knowledge.

Content/Process

Students will

1. Develop personal and group goals.
2. Compare the types of leadership styles.
3. Assess the importance of qualified leaders to the success of organizations.
4. Appraise personal characteristics of successful leaders.
5. Develop verbal and non-verbal communication skills to enhance success in school and transition to the work of work.
6. Demonstrate appropriate business/professional etiquette.
7. Demonstrate shared decision making.
8. Develop techniques to resolve conflicts that occur in school, home, community, and workplace (interpersonal team skills).
9. Demonstrate the use of parliamentary procedure skills in presiding over a meeting.
10. Describe how ethical and social behaviors affect our lives.
11. Identify self-management techniques.
12. Identify stress management techniques.
13. Analyze organizational structures and their components (including bylaws, officers, committees, and program of work.)
14. Demonstrate awareness of cultural diversity and equity issues.
15. Analyze leadership opportunities available in the school and community.

Connections

- DECA, FBLA, FFA, FCCLA, HOSA, TSA, Skills USA
- 21st Century Skills
- Kentucky Academic Standards
- Secretary's Commission on Achieving Necessary Skills (SCANS)
- National Standards for Business and Marketing Education - MBA*Research*