



Level 1

Level 2

Sports and Entertainment Marketing

Level 3

Social Media Marketing
Statistics and Business Decision Making

Level 4

Practicum in Entrepreneurship
Career Preparation I

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert - Excel	Certified Product Manager	Marketing/ Marketing Management, General	Marketing/ Marketing Management, General	Marketing
Microsoft Office Specialist or Expert - Word	DMA Certified Marketing Professional	Consumer Merchandising/ Retailing Management	Business Administration	Business Administration
Google Analytics Individual Qualification	Certified Salesperson	International Marketing	Applied Economics	Applied Economics
Entrepreneurship and Small Business	Real Estate Appraiser	Business	Marketing Research	Advertising

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA)	Internship with local marketing firm; shadow a real estate agent; operate a school store on campus

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



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

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	Order
Sports and Entertainment Marketing	13034600 (.5 credit)	None	1 or 2
Social Media Marketing	13034650 (.5 credit)	None	1 or 2
Statistics and Business Decision Making	13016900 (1 credit)	PREQ: Algebra II	3 or 4
Practicum in Entrepreneurship	N1303425 (2 credits)	None	4
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	3 or 4

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

Kyle Holton
CTE Coordinator
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It is the policy of Marble Falls ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended. It is the policy of Marble Falls ISD not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended. Marble Falls ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. For information about your rights or grievance procedures, contact the Title IX Coordinator at 1800 Colt Circle, Marble Falls TX 78654, jgasaway@mfisd.txed.net, (830) 693.4357 and the Section 504 Coordinator at 1800 Colt Circle, Marble Falls TX 78654, kgasaway@mfisd.txed.net, (830) 693-4357.