

Career & Technology - Marketing Education

Course: **PROFESSIONAL SELLING**

Course Description: A course designed to examine the process of making informative and persuasive presentations. Topics include identifying potential audiences, overcoming objections, and techniques used to close a sale, as well as skills for building effective relationships. Students will master persuasive communication techniques.

NEISD # **8601**

Credit: 0.5

Term: Semester

Grade Placement: 10-12

Prerequisites: None

Special Notes: *Course offered at Reagan only.*

Course: **ENTREPRENEURSHIP**

Course Description: A course designed to provide a foundation to plan, design, and start a profitable business venture. A recommended component of the course is the development of a plan for a new business. This course is designated to be in conjunction with the campus school store.

NEISD # **8610**

Credit: 1.0

Term: Full Year

Grade Placement: 10-12

Prerequisites: None

Special Notes: *This course may be counted for local articulated and/or statewide articulated (ATC) college credit at community and technical colleges. Students must pass this course with a 'B' average or higher to be eligible to receive the college credit.
Course offered at every high school except Roosevelt.*

Course Offering Availability Subject to Student Enrollment

Course: **PRINCIPLES OF MARKETING**

Course Description: An exploratory course designed to focus on each of the functions of marketing, their relationships, and the marketing process for goods, services, and ideas. Students will apply these principles and concepts in marketing and non-marketing careers.

NEISD # **8612** Credit: 1.0 Term: Full Year Grade Placement: 9-12

Prerequisites: None

Special Notes: *This course may be counted for local articulated and/or statewide articulated (ATC) college credit at community and technical colleges. Students must pass this course with a 'B' average or higher to be eligible to receive the college credit.
Course offered at every high school except Lee and MacArthur.*

Course: **ADVERTISING**

Course Description: This course focuses on the concepts and skills associated with the dynamic advertising industry. Students will discover the goals and objectives of advertising, identify and analyze advertisements, select media, and develop advertisements.

NEISD # **8615** Credit: 0.5 Term: Semester Grade Placement: 10-12

Prerequisites: None

Special Notes: *Course offered at every high school except Lee, MacArthur, and Madison.*

Course: **MARKETING DYNAMICS**

Course Description: An occupationally specific course designed to focus on the study of marketing concepts and principles and their practical applications. Students will gain a working knowledge of the marketing concept and its application.

NEISD # **8617** Credit: 2.0 Term: Full Year Grade Placement: 11-12

Prerequisites: None

Special Notes: *Course offered at DATA at Roosevelt only.*

Course: **MARKETING EDUCATION INDEPENDENT STUDY**

Course Description: A project-based learning experience developed by a student or group of students and an interdisciplinary mentor team. Students will develop an understanding of the concepts relating to the inter-relationship between business and marketing. Students will select an independent study project for personal enrichment and professional development. There will be a project for each semester.

NEISD # **8619** Credit: 1.0 Term: Full Year Grade Placement: 11-12

Prerequisites: None

Special Notes: *This activity meets one of the Distinguished Achievement Program measures.
Course offered at Reagan only.*

Course: **SPORTS & ENTERTAINMENT MARKETING**

Course Description: This is an introductory course which will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also develop into the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans.

NEISD # **8622** Credit: 0.5 Term: Semester Grade Placement: 10-12

Prerequisites: None

Special Notes: *Course offered at every high school except Lee.*