



Marketing and Sales

	Year 1	Year 2	Year 3	Advanced Education
Course Sequence	Principles of Business Management**	Marketing Fundamentals**	Strategic Marketing**	Business Management Capstone

Suggested Electives
AP Economics (Micro and Macro)
Business Law and Ethics
Spanish III
Principles of Computing
Student Media Newspaper & Yearbook

** Dual Credit Course

Course Descriptions

PRINCIPLES OF BUSINESS MANAGEMENT

4562 (BUS MGMT)

Principles of Business Management focuses on the roles and responsibilities of managers as well as opportunities and challenges of ethically managing a business in the free-enterprise system. Students will attain an understanding of management, team building, leadership, problem-solving steps and processes that contribute to the achievement of organizational goals. The management of human and financial resources is emphasized.

- Recommended Grade Level: 11, 12
- Recommended Prerequisites: Introduction to Business
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum
- Counts as a Directed Elective or Elective for all diplomas





Academy for ARTS, BUSINESS & COMMUNICATIONS

Marketing Fundamentals

5914 PRN MRKT

Marketing Fundamentals provides a basic introduction to the scope and importance of marketing in the global economy. Course topics include the seven functions of marketing: promotion, channel management, pricing, product/service management, market planning, marketing information management, and professional selling skills. Emphasis is marketing content but will involve use of oral and written communications, mathematical applications, problem-solving, and critical thinking skills through the development of an integrated marketing plan and other projects.

- Recommended Grade(s): 11,12
- Required Prerequisites: Principles of Business Management*
- Recommended Prerequisites: none
- Credits: 2 semester course, 2 semesters required, 1 credit per semester, 2 credits maximum
- Dual Credit - Ivy Tech Marketing 101

Strategic Marketing

5918 STRT MRKT

Strategic Marketing builds upon the foundations of marketing and applies the functions of marketing at an advanced level. Students will study the basic principles of consumer behavior and examine the application of theories from psychology, social psychology, and economics. The relationship between consumer behavior and marketing activities will be reviewed. •Recommended Grade(s): 10, 11, 12

- Required Prerequisites: Principles of Business Management*; Marketing Fundamentals
- Recommended Prerequisites: none
- Credits: 2 semester course, 2 semesters required, 1-2 credits per semester, 4 credits maximum
- Dual Credit - Ivy Tech Marketing 230

Career Outlook

