



Endorsement: Business and Industry Program of Study: Marketing



Grade Level	9 th Grade	10 th Grade	11 th Grade	12 th grade
Four Year Plan	-English I/AP English 1 -Algebra I/Algebra II/Pre-AP Algebra -Biology/Pre-AP Biology -World Geography/Pre-AP World Geography -Physical Education -Professional Communication (.5) -Health (.5) <u>Fashion Marketing or Sport & Entertainment Marketing:</u> *Principles of Business, Marketing & Finance (DC) *Business Information Management I *Advanced Marketing (2)	-English II/AP English II -Algebra II/ Geometry/Pre-AP Geometry -Chemistry/Biology AP -World History/Pre-AP World History -Foreign Language -An Elective of Choice <u>Fashion Marketing :</u> *Principles of Business, Marketing & Finance (DC) *Business Information Management I *Entrepreneurship *Advertising (.5) *Fashion Marketing (.5) *Advanced Marketing (2) <u>Sport & Entertainment Marketing:</u> *Principles of Business, Marketing & Finance (DC) *Business Information Management I *Sports & Entertainment Marketing (.5) *Social Media Marketing (.5) *Advanced Marketing (2)	-English III/AP English III -Geometry/ Pre-Calculus/ -IPC/Physics, Anatomy & Physiology, Or Environmental Systems/ Chemistry Pre-AP, AP Physics or Anatomy & Physiology -U. S. History/ AP U.S. History -Foreign Language - An Elective of Choice <u>Fashion Marketing :</u> *Principles of Business, Marketing & Finance (DC) *Business Information Management I *Entrepreneurship *Advertising (.5) *Fashion Marketing (.5) *Advanced Marketing (2) <u>Sport & Entertainment Marketing:</u> *Principles of Business, Marketing & Finance (DC) *Business Information Management I *Sports & Entertainment Marketing (.5) *Social Media Marketing (.5) *Advanced Marketing (2)	-English IV/ AP English IV -Other Advanced Math/Pre-Calculus -Additional Science Course -Economics/Gov./AP Macroeconomics/ Government -Elective of Student Choice <u>Fashion Marketing :</u> *Business Information Management I *Entrepreneurship *Advertising (.5) *Fashion Marketing (.5) *Advanced Marketing (2) *Practicum in Marketing (2) <u>Sport & Entertainment Marketing:</u> *Business Information Management I *Sports & Entertainment Marketing (.5) *Social Media Marketing (.5) *Advanced Marketing (2) *Practicum in Marketing (2)
Evidence and Outcomes	Evidence: Create a Resume Create an Email Account Written Reflection of Speakers Written Reflection of College Tours/Industry Tour	Evidence: Create a Resume Create an Email Account Written Reflection of Speakers Written Reflection of College Tours/Industry Tour	Create a marketing business plan Participate in mock interviews Create professional resumes that obtain to a particular industry.	Create a marketing business plan Participate in mock interviews Create professional resumes that obtain to a particular industry.



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	Texas Realty Check- https://texasrealitycheck.com/ Student competition	Texas Realty Check- https://texasrealitycheck.com/ Student competition	Budget and Finance lessons as it pertains to life after High School	Budget and Finance lessons as it pertains to life after High School
Certifications				
Work Based Learning	Guest Speakers: Career day open to parents that work in a business industry Industry Tours(Job Shadowing)	Guest Speakers: Career day open to parents that work in a business industry Industry Tours(Job Shadowing) Retail Distribution Centers	Guest Speakers: College professionals in the school of business. Industry Tours(Job Shadowing) Vendor Retail Distribution Centers, Cowboys Stadium	Guest Speakers: Industry Tours(Job Shadowing) Cowboys Stadium, American Airlines Center- Dallas Mavericks Black Owned Retail Stores
College Experience	College Tours/Industry Tours/Field Trips	College Tours/Industry Tours/Field Trips	College Tours/Industry Tours/Field Trips	College Tours/Industry Tours/Field Trips
Competitions/Clubs(Open to all students)				
Potential Careers and Compensation :				
Advertising - \$100,810.00 Fashion Marketing - \$93,125.00		Public Relations-\$120,000.00 Retail -\$44,874.00	Media Planning\$ 48,103.00, Sports Agents -\$89,590.00 + Commission	Marketing - \$131,180.00



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