

State Approved Courses for Marketing Programs School Year 2016-17

	Marketing Management Pathway	Professional Sales Pathway	Marketing Research Pathway	Merchandising Pathway	Marketing Communications Pathway
Foundational CTE Courses	Career Exploration (22151) Foundations of Technology (10004 [^]) Employability (22152 [^]) Leadership & Service (22101 [^]) Entrepreneurship (12053 [^]) <i>*.5 credits of Foundational CTE courses can be counted toward students' 2-credit concentrator status</i>				
Cluster Courses	Principles of Marketing (12164) Principles of Selling & Advertising (12202) Personal Finance (19262 [^]) Business Communications (12009) Desktop Publishing (11152) Web Publishing and Design (10009 [^]) Introduction to Business (12051) Comprehensive Marketing (12152) Sports & Entertainment Marketing (12163)				
Pathway Courses	Accounting I (12104 [^]) Advanced Computer Applications (10005 [^]) Business Law (12054) International Business & Marketing (12056) Marketing Management (12166)	Advanced Computer Applications (10005 [^]) Commercial Graphic Design (11154) Introduction to Hospitality & Tourism (16001 [^]) International Business & Marketing (12056) Marketing Merchandising (12160) Multi-Media Design (10203) Retail Marketing (12161)	Accounting I (12104 [^]) Advanced Computer Applications (10005 [^]) Business Law (12054) International Business & Marketing (12056) Marketing Management (12166)	Advanced Computer Applications (10005 [^]) Commercial Graphic Design (11154) Introduction to Hospitality & Tourism (16001 [^]) International Business & Marketing (12056) Marketing Merchandising (12160) Multi-Media Design (10203) Retail Marketing (12161)	Accounting I (12104 [^]) Advanced Computer Applications (10005 [^]) Business Law (12054) International Business & Marketing (12056) Marketing Management (12166)
Dual Credit Courses	Visit www.sdmylife.com for a full list of dual credit courses in the Marketing Career Cluster.				
Academic Courses	Probability & Statistics (02201) Psychology (04254 [^]) Sociology (04258 [^]) Economics (04201 [^]) US Government (04151 [^]) <i>*.5 credits of relevant academic coursework can be counted toward students' 2-credit concentrator status</i>				
Capstone Courses	Entrepreneurship Experience (80026) Senior Experience (80019 [^]) Service Learning (22104) Youth Internships (80018 [^]) <i>*Up to 1 credit of capstone coursework can be counted toward students' 2-credit concentrator status</i>				