

# State Approved Courses for Marketing Programs School Year 2015-16

	Marketing Management Pathway	Professional Sales Pathway	Marketing Research Pathway	Merchandising Pathway	Marketing Communications Pathway
<b>Foundational CTE Courses</b>	Career Exploration (80023) Computer Applications (10004^*) Employability Skills (22152^*) Foundations of CTE (22150^*) Service Learning (22104) <i>*.5 credits of Foundational CTE courses can be counted toward students' 2-credit concentrator status</i>				
<b>Cluster Courses</b>	Entrepreneurship (12053^*) Principles of Marketing (12164) Principles of Selling & Advertising (12165) Personal Finance (22210^*) Desktop Publishing (11152) Web Publishing and Design (10201^*) Introduction to Business (12051) Comprehensive Marketing (12152) Marketing Workplace Experience (12198) Sports & Entertainment Marketing (12163)				
<b>Pathway Courses</b>	Entrepreneurship (12053^*)  Marketing Management (12202)  Hospitality & Tourism Management (16002^*)  Accounting I (12104^*)  International Business & Marketing (12056)  Business Law (12054)  Business Communications (12009)  Advanced Computer Applications (10005^*)	Retail Marketing (12161)  Business Communications (12009)  Introduction to Hospitality & Tourism (16001^*)  International Business & Marketing (12056)  Marketing Merchandising (12160)  Advanced Computer Applications (10005^*)	Marketing Merchandising (12160)  International Business & Marketing (12056)  Marketing Research (12168)  Advanced Computer Applications (10005^*)	Accounting I (12104^*)  Retail Marketing (12161)  Marketing Merchandising (12160)  Commercial Graphic Design (11154)	Business Communications (12009)  Retail Marketing (12161)  Marketing Merchandising (12160)  Advanced Computer Applications (10005^*)  Commercial Graphic Design (11154)  Multi-Media Design (10203)
<b>Dual Credit Courses</b>	Visit <a href="http://www.sdmylife.com">www.sdmylife.com</a> for a full list of dual credit courses in the Marketing Career Cluster.				
<b>Academic Courses</b>	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>				
<b>Capstone Courses</b>	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>				