

High School Course Sequence:



MARKETING

Career Cluster: Business, Marketing & Finance

Endorsement: Business & Industry

Level One

Principles of Business, Marketing & Finance

Level Two

Sports & Entertainment Marketing (KCC),
and

Fashion Marketing (KCC)

Level Three*

Advertising (KCC), and
Social Media Marketing (KCC)

Level Four*

Practicum in Marketing (KCC)

** Indicates advanced course(s)*

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

The Marketing and Sales program of study teaches Career and Technical Education learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

CAREER OUTLOOK**

Occupation	Texas Outlook			National Outlook		
	Median Wage	Annual Openings	Growth	Median Wage	Annual Openings	Growth
Marketing Research Analysts and Marketing Specialists	\$66,930	4,670	33%	\$63,790	84,200	18%
Insurance Sales Agents	\$49,520	4,540	18%	\$50,940	45,900	6%
First-Line Supervisors of Retail Sales Workers	\$40,870	16,340	10%	\$40,350	131,000	-6%
Wholesale and Retail Buyers	\$64,720	4,100	1%	\$64,380	36,000	-9%

** Career Outlook information derived from O*NET Online at <https://www.onetonline.org/>

INDUSTRY CERTIFICATIONS & EDUCATION

Industry Certification Offered at the KISD Career Center	Certification/ License	Associate's Degree	Bachelor's Degree	Master's/ Doctoral/ Professional Degree
Entrepreneurship & Small Business	Business Management, Marketing and Sales	Business Management	Marketing Research, Business Administration	Marketing Research, Business Administration

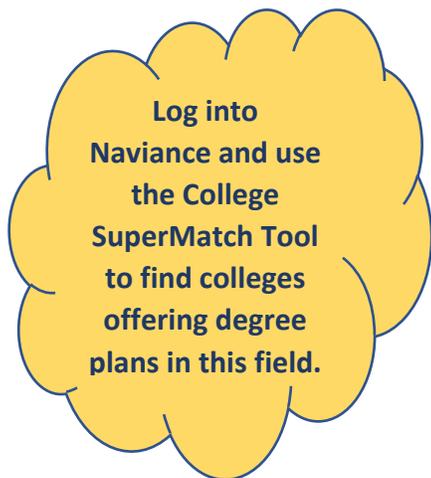
HIGH SCHOOL COURSE INFORMATION

Course Name	Service ID	Prerequisite(s)	Grade(s)
Principles of Business, Marketing & Finance	13011200 (1 Credit)	None	9-12
Sports & Entertainment Marketing	13034600 (0.5 Credit)	None	9-12
Fashion Marketing	13034300 (0.5 Credit)	None	9-12
Advertising	13034200 (0.5 Credit)	None	9-12
Social Media Marketing	13034650 (0.5 Credit)	None	9-12
Practicum of Marketing	13034800 (2 Credits)	None	11-12

CAREER EXPLORATION & WORK - BASED LEARNING OPPORTUNITIES

Possible Career Exploration Activities	Possible Work-Based Learning Opportunities
<ul style="list-style-type: none"> Job Shadowing with a real estate agent or retail manager Participate in Career & Technical Student Organization (CTSO) such as DECA 	<ul style="list-style-type: none"> Intern with a marketing firm Operate a school store on campus <p><i>Note: If you have an internship during high school, talk with your counselor about taking Career Prep.</i></p>

FIND COLLEGES & UNIVERSITIES OFFERING CERTIFICATES & DEGREE PLANS IN THIS FIELD



NAVIANCE ACCESS

All Killeen ISD students (7th-12th graders) should login to their Naviance account through Clever:

1. Go to your Clever portal: <https://clever.com/in/killeenisd>



2. Username: school username
Password: school password
3. Click on: Naviance



ARMED FORCES CAREER INFORMATION

N/A	<p>Local Armed Forces Recruiter Contact Information:</p> <p>Air Force – (254) 247-8992</p> <p>Army – (254) 690-8554</p> <p>Army National Guard – (903) 262-6355</p> <p>Marines – (254) 690-2626</p> <p>Navy – (254) 690-2096</p>
<p>*See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.</p>	