

HIGH SCHOOL MARKETING EDUCATION COURSE CODES GRADES 9-12

High school (grades 9-12) courses in Marketing Education require 150 contact hours per credit.

Course Code	Course Name	Grade Levels	Description	Accreditation Time/ Credit Options*	License/credential Required**
04080	Principles of Marketing	9-12	To provide student with the objectives and benefits of a marketing education program and to prepare them for marketing careers. The role, functions, and institution of marketing in the economy and society, marketing career opportunities and requirements, career planning, and necessary personal characteristics for competencies for success.	½ or 1	License Code: 04006-CTE Marketing Education ♦ 7-12 or 9-12
04110	Principles of Entrepreneurship	9-10	To provide students with an introduction to entrepreneurship business opportunities and requirements as well as related career information and self assessment opportunities. Covers entrepreneurship importance and concepts, characteristics of different types of business organizations and opportunities, entrepreneurial career examples, individual career assessment and planning, entrepreneurial projects and simulations.	½ or 1	
04111	Entrepreneurship	10-12	To provide opportunity for students to explore self-employment benefits versus risks and to develop specific competence in starting a small business. It covers the characteristics of an entrepreneur, economics and the nature of small business, feasibility study Business Plan Development, type of ownership, location, financing, recordkeeping, management, promotion, legal issues, business protection, assistance.	½ or 1	
04210	Marketing I	10-12	To provide students with an overview of marketing occupations. It covers human relations, personality in business, business math and communications, cash register operation, change making, employee cooperation, personal grooming, career opportunities, product knowledge, consumer buying motives, and personal selling. Marketing functions include Distribution and Selling and Foundations of Economics.	½	
04215	Marketing II	10-12	To prepare students for marketing and occupations. The contents cover receiving, checking and marking merchandise; budgeting; pricing for a proper margin; markups and markdowns; history of retailing and display, advertising and sales promotion. Marketing functions include Pricing and Promotion and Foundations of Communication and Interpersonal Skills.	½	

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04223	Marketing III	11-12	To continue preparation of students for marketing occupations. Cover the principles of successful business personnel, marketing and distribution, marketing research, stock control, buying, and pricing. Marketing functions include Financing and Marketing Information Management and Foundations of Professional Development.	½	License Code: 04006-CTE Marketing Education ◆ 7-12 or 9-12
04233	Marketing IV	11-12	To complete preparation of students for marketing and management occupations. It covers developing a job description, budgeting and ratios, credit and collections, setting up a business, individual income tax, job resume and job interviewing, and fundamentals of opening a new business. Marketing functions include Product Service Management and Foundations of Business Management and Entrepreneurship.	½	
04239	Principles of Sports and Entertainment Marketing	9-10	To prepare students for marketing occupations in the area of sports and entertainment. This course is to prepare students who have an interest in sports or entertainment marketing and wish to continue exploring marketing and business related careers. The course will include an introduction to marketing and business concepts, foundations, including the business and marketing core concepts.	½	
04240	Sports and Entertainment Marketing	10-12	To prepare students for marketing occupations in the area of sports and entertainment. Take a look at the exciting and dynamic field of sports and entertainment marketing. One of the largest industries in the world, sport marketing provides a unique way of looking at the business world. This course will focus on the two main aspects of sports and entertainment marketing: 1) The marketing of sports and entertainment, and 2) The marketing of non-sports products and services through sports. You will discover why companies pay to be associated with a team or entertainer; how to develop ticket plans to fill the seats in the arena; why targeting your marketing efforts is so important; and more.	½ or 1	
04081	Principles of Finance	9-10	To prepare students to develop and understand the skills such the value of money, financial management, investments, and economic decision-making. Students will understand and appreciate the need for personal financial management and investing. The course will help students understand their role and responsibility in the financial future.	½	

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04290	School Based Enterprise	10-12	To prepare students for employment. Provides a model store complete with modern business equipment. Retail operation and marketing activities integrated with classroom learning, including involvement in real work situations, various store responsibilities and other relevant activities; participation in total store operations by student rotation through the store departments of management, merchandising, sales promotion, and controlling.	½, 1, or 2	License Code: 04006-CTE Marketing Education ♦ 7-12 or 9-12
04310	International Marketing	11-12	The content of the International Marketing course focuses upon marketing concepts applicable to international marketing business policies, practices and strategies. Local/state and major international regional trade profiles are addressed regarding International Marketing functions, institutions, cultures, social environments, natural trade resources, political/financial factors, laws/regulations, and significant economic variables. Students develop international marketing plans for selected products and services. International marketing career opportunities and requirements are emphasized.	½	
04999	Cooperative Work Experience	11-12	Provides students with a regularly scheduled, supervised employment opportunity related to Marketing and Related Occupations in order to develop and improve work skills. The employment must be preceded by, or concurrent with, classroom instruction related to the work experience, consistent with the student's occupational goals, and related to the Marketing Education program area. There shall be a training agreement among all partners to the work experience (school, employer, student, and parents/guardians) outlining the expectations of each party. The instructor shall also develop a specific training plan with the employer for each student placed. The training plan shall include provisions for assessment of student progress and for on-site visits by the instructor during the student's placement. Note: <i>Students must be at least 16 years old and may be paid a wage by the employer.</i>	Maximum of ½ per semester, not to exceed 2 credits while in high school	

* High school curricular requirements are spelled out in NDCC 15.1-21-02. Accreditation Rules can be found at <http://www.legis.nd.gov/information/acdata/pdf/67-19-01.pdf>. For accreditation, schools must provide additional units of credit based on school enrollment [see NDAC 67-19-01-32 (3)].

** Please refer to the second page of the teacher's North Dakota Educator's Professional license to verify which subject areas a teacher is qualified to teach. Licenses and endorsements are obtained on a teaching license from the Education Standards and Practices Board (ESPB). Credentials are obtained from the Department of Public Instruction (DPI) and are issued to individuals holding a current teaching license.