

Course Title	Content Area	Grade Level	Credit (if applicable)		
Marketing II	CTE-Business	10-12	0.5 BPS		
Course Description					
This advanced course offers students hands-on experience in real-world marketing concepts. Students will develop a deep understanding of marketing strategies, including sales techniques, merchandising principles, promotional strategies, social media marketing, pricing, and profit analysis. Students will be able to apply their theoretical learning through the operation of a school-based enterprise. Students enrolled in this course will have the opportunity to earn a school-based enterprise certification. This course equips students with practical skills and knowledge essential for pursuing careers in Marketing, Business Management, Entrepreneurship, and Retail Operations while fostering creativity, teamwork, and leadership.					
Aligned Core Resources			Connection to the <i>BPS Vision of the Graduate</i>		
MBA Research: Marketing Clusters			Collaboration Social and Cross-Cultural Skills Global Awareness Media Literacy Communication Communications and Technology Literacy Information Literacy Goal Directed Financial Literacy Critical Thinking and Problem Solving		
Additional Course Information: Knowledge/Skill Dependent courses/prerequisites			Link to <i>Completed Equity Audit</i>		
Marketing I			Marketing II Equity Curriculum Review		
Standard Matrix					
District Learning Expectations and Standards MBA Research Standards for Marketing	Unit 1: Market Research and Planning	Unit 2: Operations, Distribution, & HR	Unit 3: Pricing and Product Management	Unit 4: Promotion and Selling	Unit 5: Financial Analysis
Marketing Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	X	X	X	X	X
Financial Analysis Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	X		X	X	X
Operations Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning		X			
Market Information Management Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions	X		X		X
Market Planning Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience	X		X	X	
Product/Service Management	X		X		