MARKETING CAREER CLUSTER DESIGN

Marketing Pathway

CIP CODE 52.1402

INTRODUCTORY LEVEL

Title	Code	Credit
★ Business Essentials	12050	0.5

TECHNICAL LEVEL

Title	Code	Credit
Business Communications	12009	0.5
★ Principles of Marketing	12164	1

Optional Supportive Courses

Title	Code	Credit
Web Design	10201	1
2D Animation	10202	1
Business Management	12052	0.5
Entrepreneurship	12053	0.5
IB Business and Management	12059	1
Accounting	12104	1
Business Economics	12105	0.5
Sports/Entertainment Marketing	12163	0.5
Principles of Advertising	12165	0.5
Graphic Design I	30102	0.5
‼ Applied Business Technology Applications	33110	1
Digital Marketing	35162	0.5

★ Required course for pathway approval.

Course is not required for pathway approval, but strongly recommended by external review committee and KACCTE.

School may include both in pathway – students only take ONE for completer status.

‼ Students are required to complete a foundational computer skills course such as Computer Applications (60004/10004) or an equivalent before enrolling in this course.

Business Essentials (12050) may be integrated with Computer Applications (10004).

APPROVED PATHWAY:

1. Includes a minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consist of a sequence:
   - Introductory-level course.
   - Technical-level course.
   - Application-level course.
4. Supporting documentation includes:
   - Articulation Agreement(s).
   - Certification.
   - Program Improvement Plan.
   - Program of Study.
5. Technical-level and Application-level courses receive .5 state weighted funding in an approved CTE pathway.

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APPLICATION LEVEL

Title	Code	Credit
☆ Marketing Applications	35300	1

Optional Supportive Courses

Title	Code	Credit
Marketing Management	12166	1
Integrated Marketing Applications	12195	0.5
Marketing Research	12196	1
Marketing – Workplace Experience	12198	0.5/1
Advanced Marketing Workplace Experience	12199	1
Marketing Communications	35168	0.5

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