MARKETING AND SALES CAREER CLUSTER DESIGN

Marketing Pathway

CIP CODE 52.1402

INTRODUCTORY LEVEL

Title	Code	Credit	Special Considerations
Business Essentials	12050	0.5	Required course for pathway approval. Business Essentials (12050) can integrate with Computer Applications (10004).

TECHNICAL LEVEL

Title	Code	Credit	Special Considerations
Business Communications	12009	0.5	Course not required for approval but strongly recommended by review committee and KACCTE.
Sports/Entertainment Marketing	12163	0.5	
Principles of Marketing	12164	1	Required course for pathway approval.
Digital Marketing & Advertising	35162	0.5	

Optional Supportive Courses

Title	Code	Credit	Special Considerations
Web Design	10201	1	
2D Animation	10202	1	
Business Management	12052	0.5	
Entrepreneurship	12053	0.5	
IB Business & Management	12059	1	
Accounting	12104	1	
Business Economics	12105	0.5	
Foundations of Travel & Tourism	16151	0.5	
Graphic Design I	30102	0.5	
Audio/Visual Production I	30103	0.5	
Applied Business Technology Applications	33110	1	Before enrolling, students must complete a computer skills course like Computer Applications (60004/10004).
Event Planning & Management	34052	0.5	

APPLICATION LEVEL

Title	Code	Credit	Special Considerations
Marketing Applications	35300	1	Required course for pathway approval.

APPROVED PATHWAY:

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

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Optional Supportive Courses

Title	Code	Credit	Special Considerations
Marketing Management	12166	1	
Marketing - Workplace Experience	12198	0.5/1	Schools can choose credit options of 0.5 or 1 credit.
Advanced Marketing Workplace Experience	12199	1	
Marketing Communications	35168	0.5	
Marketing Research	12196	1	