

PROGRAM: Professional Sales and Marketing

**PROGRAM
CIP CODE:** 52.1800.20

DESCRIPTION: The **Professional Sales and Marketing** program is designed to prepare students for employment in various sales, customer service, first-line supervisory positions, sports marketing, hospitality and tourism, small business ownership, advertising/promotion, public relations and/or postsecondary education related to the field of Professional Sales and Marketing,

An integrated approach of teaching and learning is provided as students enhance their technical knowledge and skills that are associated with functions within Professional Sales and Marketing. In addition to the occupation related skills, students completing this program will also develop advanced critical thinking, applied academics such as math and language arts, interpersonal relations, life management, business, economic, and leadership skills required for the 21st century workplace.

The program uses a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experiences, and the Career and Technical Student Organization, DECA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

Career Preparation The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the Career Preparation state-designated Professional Sales and Marketing standards are addressed in this instructional sequence.

52.1800.10 **Fundamentals of Marketing, Management, and Entrepreneurship:** This course is designed to introduce the students to basic marketing concepts and principles as they relate to Professional Sales and Marketing, Advertising and Public Relations, Entertainment Marketing, and Entrepreneurship.

-and-

52.1800.20 **Professional Sales and Marketing:** This course prepares students to perform marketing functions and tasks as they relate to selling and retailing. (This code is appropriate for courses utilizing a marketing lab/student-operated store.)

And program may elect to add:

52.1800.75 **Marketing, Management, and Entrepreneurship - Internship:** This course provides MME students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed Marketing, Management, and Entrepreneurship knowledge and skills. However, the Internship does require applications directly related to the Technical Standards of the Marketing, Management, and Entrepreneurship program.

-or-

52.1800.80 **Marketing, Management, and Entrepreneurship - Cooperative Education:** This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the Technical Standards identified for the Marketing, Management, and Entrepreneurship program. Students generally work a minimum of 15 hours per week.

**TEACHER CERTIFICATION REQUIREMENTS FOR THE
PROFESSIONAL SALES AND MARKETING PROGRAM**

CAREER PREPARATION: The instructor must be CTE certified according to the following table

Professional Sales and Marketing	CERTIFICATES
	Types: PCTBM, SCTBM
<p>Note:</p> <ul style="list-style-type: none"> ▪ Marketing, Management, and Entrepreneurship, 52.1800.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 52.1800.75 is not required to have a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 52.1800.80 is required to have a Cooperative Education Endorsement (CEN). 	

**CERTIFICATE ABBREVIATIONS FOR THE
PROFESSIONAL SALES AND MARKETING PROGRAM**

Certificate Types	
PCTBM	Provisional Career and Technical Education Business and Marketing
SCTBM	Standard Career and Technical Education Business and Marketing