

**PROGRAM:**                   **Marketing, Management, and Entrepreneurship**

**PROGRAM  
CIP CODE:**               **52.1800**

**DESCRIPTION:**       The **Marketing, Management and Entrepreneurship** 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 fields of Professional Sales and Marketing, Advertising and Public Relations, Entertainment Marketing and Entrepreneurship.

An integrated approach of teaching and learning is provided as students enhance their technical knowledge and skills that are associated with functions within Marketing, Management and Entrepreneurship occupations. 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 Marketing, Management and Entrepreneurship program consists of a core curriculum and four areas of specialization for a student to choose from: Option A) Professional Sales and Marketing, Option B) Advertising and Public Relations, Option C) Entertainment Marketing and/or Option D) Entrepreneurship. 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 Marketing, Management and Entrepreneurship standards are addressed in this instructional sequence.

52.1800.10   **Marketing, Management and Entrepreneurship Fundamentals:** 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-**

At least One of the four Career Preparation options (.20, .30, .40 or .50) will be included as part of the instructional sequence for this program:

Option A

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.)

**-or-**

Option B

52.1800.30 **Advertising and Public Relations:** This course prepares students to create and market communication strategies utilizing multiple media mediums. Includes instruction in the elements of advertising, design, graphics, and copyright to effectively plan, integrate and implement successful advertising and public relations campaigns.

**-or-**

Option C

52.1800.40 **Entertainment Marketing:** This course prepares students to perform marketing and management functions and tasks that can be applied to amateur or professional sports or sporting events, entertainment services, hospitality services, travel and tourism services and media relations.

**-or-**

Option D

52.1800.50 **Entrepreneurship:** This course prepares students for small business ownership through the development of a business plan, marketing strategies and a financial plan while also gaining an understanding of HR and Management functions within a small business.

**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 MME 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  
MARKETING, MANAGEMENT AND ENTREPRENEURSHIP PROGRAM**

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

<b>Marketing Management and Entrepreneurship</b>	CERTIFICATES
	Types: PCTBM, SCTBM

Note:

- **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  
MARKETING, MANAGEMENT AND ENTREPRENEURSHIP PROGRAM**

Certificate Types

<b>PCTBM</b>	Provisional Career and Technical Education Business and Marketing
<b>SCTBM</b>	Standard Career and Technical Education Business and Marketing