2023 – 2024

PROGRAM GUIDE FOR:

MARKETING CLUSTER

ALABAMA STATE DEPARTMENT OF EDUCATION
CAREER AND TECHNICAL EDUCATION
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Marketing Cluster Program Guide

This cluster prepares high school students for careers in the field of marketing. Rigorous instruction is provided to equip learners with knowledge and skills for college and career readiness. Extended learning experiences to enrich and enhance instruction is reinforced through learner participation in career and technical student organizations (DECA and FBLA).

**Courses highlighted in yellow are shared with other clusters. See "Shared Courses" table on page 5 for additional details.

Career Pathway Program	Marketing Program (Must teach three courses from this program list within two years.) This program is for students who are interested in pursuing careers in marketing. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Associate (ACA) – Photoshop	• Sales Representatives
12166G0501	Business Communications – ½ credit	• Adobe Certified Associate (ACA) – Dreamweaver	• Sales Managers
12009G1001	Business Communications – 1 credit	• Adobe Certified Associate (ACA) – Premier Pro	• Sales Representatives of Services
10005G1001	Business Software Applications I	• Adobe Certified Associate (ACA) – InDesign	• Market Research Analysts & Marketing Specialists
12197G1003	Career Pathway Project in Marketing	• Adobe Certified Associate (ACA) – Illustrator	• Real Estate Sales Agents
22153G1000	Career Preparedness	• ASK Institute – Concepts of Business Management	• Sales Representatives, Wholesale & Manufacturing
22998G1014	Cooperative Education	• ASK Institute – Concepts of Entrepreneurship	• Marketing Managers
12197G1002	CTE Lab in Marketing	• ASK Institute – Fundamental Business Concepts	• Retail Salespersons
12162G1001	Digital Marketing	• ASK Institute – Fundamental Marketing Concepts	• Property, Real Estate, & Community Association Managers
12053G1000	Entrepreneurship	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Public Relations Specialists
12051G1000	Foundations of Business Leadership	• Certified Guest Service Professional	• Merchandise Displayers & Window Trimmers
12159G1001	Hospitality Management and Marketing	• IC^3 Global Standard 6 (or higher) Three Exams Required	• Entrepreneur
12164G1001	Marketing Principles	• Microsoft Office – Access Expert 2019/O365	• Franchisee
12002G1003	Project Management	• Microsoft Office – Excel Expert 2019/O365	• Advertising and Promotions Manager
12161G1001	Retail and Fashion Marketing	• Microsoft Office – Word Expert 2019/O365	• Social Media Manager

12163G1003	Sports and Entertainment Marketing	• Microsoft Office Specialist - Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)
		   o Excel Associate
		   o Outlook Associate
		   o PowerPoint Associate
		   o Word Associate	

		• National Retail Federation – National Professional Certification in Customer Service and Sales	

Career Pathway Program	Professional Sales Program (Must teach three courses from this program list within two years.) This program is for students who are interested in pursuing careers in professional sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Associate (ACA) – Photoshop	• Sales Representatives
12166G0501	Business Communications – ½ credit	• Adobe Certified Associate (ACA) – Dreamweaver	• Sales Managers
12009G1001	Business Communications – 1 credit	• Adobe Certified Associate (ACA) – Premier Pro	• Sales Representatives of Services
10005G1001	Business Software Applications I	• Adobe Certified Associate (ACA) – InDesign	• Market Research Analysts & Marketing Specialists
12197G1003	Career Pathway Project in Marketing	• Adobe Certified Associate (ACA) – Illustrator	• Real Estate Sales Agents
22153G1000	Career Preparedness	• ASK Institute – Concepts of Business Management	• Sales Representatives, Wholesale & Manufacturing
22998G1014	Cooperative Education	• ASK Institute – Concepts of Entrepreneurship	• Marketing Managers
12197G1002	CTE Lab in Marketing	• ASK Institute – Fundamental Business Concepts	• Retail Salespersons
12166G0501	Customer Service and Sales – ½ credit	• ASK Institute – Fundamental Marketing Concepts	• Property, Real Estate, & Community Association Managers
12166G1002	Customer Service and Sales – 1 credit	• Certified Guest Service Professional	• Public Relations Specialists
10052G1001	Data Analytics	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Merchandise Displayers & Window Trimmers
12162G1001	Digital Marketing	• Certiport Information Technology Specialist (ITS) Databases	• Entrepreneur
12053G1000	Entrepreneurship	• IC^3 Global Standard 6 (or higher) Three Exams Required	• Franchisee
12051G1000	Foundations of Business Leadership	• Microsoft Office – Access Expert 2019/O365	• Advertising and Promotions Manager
12159G1001	Hospitality Management and Marketing	• Microsoft Office – Excel Expert 2019/O365	• Social Media Manager
12164G1001	Marketing Principles	• Microsoft Office – Word Expert 2019/O365	
12161G1001	Retail and Fashion Marketing	• Microsoft Office Specialist - Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)	
		o Excel Associate	
		o Outlook Associate	
		o PowerPoint Associate	
		o Word Associate	
		• National Retail Federation – National Professional Certification in Customer Service and Sales	

Career Pathway Program	**Real Estate Sales Program** **(Must teach three courses from this program list within two years.)** This program is for students who are interested in pursuing careers in real estate sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in real estate to become familiar with topics including financing, contracts, sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Associate (ACA) – Photoshop	• Sales Representatives
12009G0501	Business Communications – ½ credit	• Adobe Certified Associate (ACA) – Dreamweaver	• Sales Managers
12009G1001	Business Communications – 1 credit	• Adobe Certified Associate (ACA) – Premier Pro	• Sales Representatives of Services
10005G1001	Business Software Applications I	• Adobe Certified Associate (ACA) – InDesign	• Market Research Analysts & Marketing Specialists
12154G1023	Buying and Selling Real Estate	• Adobe Certified Associate (ACA) – Illustrator	• Real Estate Sales Agents
12197G1003	Career Pathway Project in Marketing	• ASK Institute – Concepts of Business Management	• Sales Representatives, Wholesale & Manufacturing
22153G1000	Career Preparedness	• ASK Institute – Concepts of Entrepreneurship	• Marketing Managers
22998G1014	Cooperative Education	• ASK Institute – Fundamental Business Concepts	• Retail Salespersons
12197G1002	CTE Lab in Marketing	• ASK Institute – Fundamental Marketing Concepts	• Property, Real Estate, & Community Association Managers
12162G1001	Digital Marketing	• Certified Guest Service Professional	• Public Relations Specialists
12053G1000	Entrepreneurship	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Merchandise Displayers & Window Trimmers
12051G1000	Foundations of Business Leadership	• Microsoft Office – Access Expert 2019/O365	• Entrepreneur
12154G1013	Introduction to Real Estate Sales	• Microsoft Office – Excel Expert 2019/O365	• Franchisee
12164G1001	Marketing Principles	• Microsoft Office – Word Expert 2019/O365	• Advertising and Promotions Manager

		• Microsoft Office Specialist - Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)
		    ○ Excel Associate
		    ○ Outlook Associate
		    ○ PowerPoint Associate
		    ○ Word Associate
			• Social Media Manager

		• National Retail Federation – National Professional Certification in Customer Service and Sales	

2023 – 2024 Subject and Personnel Codes
Marketing Cluster and Middle School Program

Course Number	Course Name	Course Number	Course Name
12166G1001	Advertising and Sales	10052G1001	Data Analytics
12009G0501	Business Communications – ½ credit	12162G1001	Digital Marketing
12009G1001	Business Communications – 1 credit	12053G1000	Entrepreneurship
10005G1001	Business Software Applications I	12051G1000	Foundations of Business Leadership
12154G1023	Buying and Selling Real Estate	12159G1001	Hospitality Management & Marketing
12197G1003	Career Pathway Project in Marketing	12154G1013	Introduction to Real Estate Sales
22153G1000	Career Preparedness	12164G1001	Marketing Principles
22998G1014	Cooperative Education	12002G1003	Project Management
12197G1002	CTE Lab in Marketing	12161G1001	Retail and Fashion Marketing
12166G0501	Customer Service and Sales – ½ credit	12163G1003	Sports and Entertainment Marketing
12166G1002	Customer Service and Sales – 1 credit		

Middle School Program Courses	
Course Number	Course Name
12001G0808	Business Skills Development
22151G0608	Career Explorations
22153G0512	Career Preparedness - A
10012G0608	Computer Science Discoveries*
11153G0808	Digital Media Skills Development
11153G0608	Digital Technology
12053G0808	Entrepreneurship & Financial Skills Development
12001G0607	Exploring Business Management and Administration, Finance, & Marketing Career Clusters
12001G0888	Introduction to Business Management and Administration, Finance, & Marketing Career Clusters
10152G0808	Introduction to Programming
NOTE: Instructor must complete high quality professional development/training or certification to teach this course.	

Shared Courses			
Course Number	Course Name	Cluster(s)	Required Year to Implement COS
12009G0501	Business Communications – ½ credit	Business Management and Administration Finance	2022-2023
12009G1001	Business Communications – 1 credit	Business Management and Administration Finance	2022-2023
10005G1001	Business Software Applications I	Business Management and Administration Finance	2022-2023
12154G1023	Buying and Selling Real Estate	Human Services	2022-2023
22998G1014	Cooperative Education	Business Management and Administration Finance	N/A
12166G0502	Customer Service and Sales – ½ credit	Business Management and Administration	2022-2023
12166G1002	Customer Service and Sales – 1 credit	Business Management and Administration	2022-2023
10052G1001	Data Analytics	Business Management and Administration Finance	2022-2023
12053G1000	Entrepreneurship	Business Management and Administration Finance	2022-2023
12051G1000	Foundations of Business Leadership	Business Management and Administration Finance	2022-2023
12154G1013	Introduction to Real Estate Sales	Human Services	2022-2023
12002G1003	Project Management	Business Management and Administration Finance	2022-2023
12161G1001	Retail and Fashion Marketing	Human Services	2022-2023

General Note: Course descriptions and content standards for most courses are located on the Alabama Department of Education website at: https://www.alabamaachieves.org/career-and-technical-education/cte-courses-of-study/.

College and Career Readiness Indicator Course Matrix

Program Name	Marketing	Professional Sales	Real Estate Sales
Foundation Course(s)	Business Software Application I	Business Software Application I	Business Software Application I
	Business Communications	Business Communications	Business Communications
	Career Preparedness	Career Preparedness	Career Preparedness
	Foundations of Business Leadership	Foundations of Business Leadership	Foundations of Business Leadership
Concentrator Course(s)	Digital Marketing, Entrepreneurship	Advertising and Sales	Advertising and Sales
	Hospitality Management and Marketing	Customer Service and Sales	Buying and Selling Real Estate
	Marketing Principles	Data Analytics, Digital Marketing	Digital Marketing
	Project Management	Entrepreneurship	Entrepreneurship
	Retail and Fashion Marketing	Marketing Principles	Introduction to Real Estate Sales
	Sports and Entertainment Marketing		Marketing Principles
Capstone Course(s)	Career Pathway Project in Marketing	Career Pathway Project in Marketing	Career Pathway Project in Marketing
	Cooperative Education	Cooperative Education	Cooperative Education
	CTE Lab in Marketing	CTE Lab in Marketing	CTE Lab in Marketing

To meet the CCR Indicator as a CTE completer, a student must earn three (3.0) credits with the grade of a "C" or higher in CTE courses that are part of an approved CTE program of study. Additional requirements are outlined in Memorandum **FY22-2065.**

This matrix is intended for general guidance on the CCR completer status and is subject to change. For all CTE programming information, please refer to the CTE Cluster specific Program Guide. It contains a list of approved CTE programs, valid course numbers, required prerequisite courses, approved Career Readiness Indicators (CRIs) and in demand occupations.

*Courses are listed in alphabetical order, not in sequential order.