



Career and Technical Education Instructional Program Information

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| Program Name: Marketing | Program CIP Code: 52.1801.00 |
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Description: The **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

| GPS Comprehensive High School Sites Offering the Instructional Program: | | | | |
|---|-----------------|------------|-------------|-------------|
| Campo Verde HS | Desert Ridge HS | Gilbert HS | Highland HS | Mesquite HS |
| N/A | Yes | Yes | Yes | N/A |

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| Program Technical Standards and Measurement Criteria: http://www.azed.gov/cte/marketing/ |
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| Program Information: | | |
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| Career and Technical Student Organization Affiliation | Carnegie Units Required (Number of Credits to Complete Program) | Non-Traditional Designation (Gender comprise less than 25% of the individuals employed in the workforce.) |
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| DECA | 2 | N/A |
|----------------------|---|-----|

| Course Offerings: | | |
|--------------------------|---|--|
| Sequence of Instruction | Course Code (CIP) | Gilbert Schools Course Title |
| 1 | 52.1801.11 | BT140 MARKETING EDUCATION |
| 2 | 52.1801.20 | BT142 ADVANCED MARKETING (SPORTS & ENTERTAINMENT) OR BT141 Marketing Lab |
| 3 | 52.1801.31 and 52.1801.80 or 52.1801.75 | BT405 ADVANCED MARKETING and BT406 MARKETING CO-OP or CT358 MARKETING INTERNSHIP |

| Student Industry Certification(s): | |
|---|-----------------------------------|
| Certification Title | Link to Certification Information |
| RISE-Up (A-F CCRI eligible) | RISE-Up |

| Teacher Certification(s) Requirements: | |
|---|---|
| Certification Title | Link to Certification Information |
| Career and Technical Education Business and Marketing | https://www.azed.gov/cte/certification |