

Marketing Curriculum

New! Marketing Program of Study Resource Kit Course Guides

Based on the National Standards for Marketing Education, the *Marketing Program of Study Resource Kit* contains a recommended sequence of non-duplicated academic and career courses (grades 9-14) for any student interested in marketing and its pathways. Career courses include course descriptions and rigorous, industry-endorsed learning outcomes. The kit also contains ample promotional materials and supplemental resources. To generate student interest in marketing, a guidance counseling guide, a student brochure, course promotional flyers, and a program of study poster are provided. Supplemental resources in the kit include listings of professional associations and certifications, job opportunities at multiple educational exit points, and articulated course information. ©2009. Recommended: HS/PS.

MSC-09-007-4...\$79.00

(Member: \$59.00)

MSC-09-007CD-4...\$69.00

(Member: \$49.00)



The following course guides are recommended to be included with the Marketing Program of Study.

Detailed learning objectives, recommended sequence, resource recommendations, sample projects and tests, and more. Just add LAPs or other student resources. (Note: Includes Course Profile information. No need to buy both.)



Business and Marketing Essentials

©2010. Recommended: HS

CG-10-001-4...\$129.00

(Member: \$99.00)

Marketing Applications

©2010. Recommended: HS

CG-10-005-4...\$129.00

(Member: \$99.00)

CG-10-005CD-4...\$119.00

(Member: \$89.00) (CD)

Marketing Principles Course Guide

©2009. Recommended: HS.

MSC-09-001-4...\$129.00

(Member: \$99.00)

CD: MSC-09-002-4...\$119.00

(Member: \$89.00)



Available 6/30/10

Course Profiles

Note: Included with Program of Study kit

Save! Purchase Direct Downloads online.

New! Course Profile: Business and Marketing Essentials

Need help building an introductory business administration course? The *Business and Marketing Essentials* course profile includes the recommended performance indicators for the year-long course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content. *Business and Marketing Essentials* is a "must" for all beginning business and marketing students. ©2010. Length: 48. Recommended: HS

CG-09-001-4...\$39.00 (Member: \$29.00)

New! Course Profile: Leadership

Need help figuring out content priorities for your first leadership course? Course profiles offer help with content decisions and with how to organize the content over the semester. ©2010. Length: 22. Recommended: HS

CG-09-003-4...\$39.00 (Member: \$29.00)

New! Course Profile: Marketing Applications

[Available June 30, 2010] Need help building an advanced marketing course? The *Marketing Applications* course profile includes the recommended performance indicators for the year-long course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content. *Marketing Applications* is a follow-up to *Marketing Principles*. ©2010. Recommended: HS

CG-10-008-6...\$39.00 (Member: \$29.00)

New! Course Profile: Marketing Principles

Need help figuring out content priorities for your introductory marketing course? Ideally, Marketing Principles students would take Leadership, Personal Finance, and Business and Marketing Essentials in the semesters leading up to this course. The Marketing Principles course profile provides a quick overview of the recommended

course content, including recommendations for sequencing this yearlong course. ©2010. Length: 48. Recommended: HS

CG-10-002-4...\$39.00 (Member: \$29.00)

New! Course Profile: Personal Finance

Need help figuring out content priorities for your personal finance course? This course is designed for the 9th grade. It introduces a wide range of personal financial topics, including an introduction to various types of investments. The course is a bit more challenging than the typical personal finance course. The course profile provides a quick overview of the recommended course content, including recommendations for sequencing. ©2010. Length: 24. Recommended: HS

CG-09-002-4...\$39.00 (Member: \$29.00)

