



# Marketing Education

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# Course Name Changes for Marketing, 2018-19

- 5423 Marketing Research course is now renamed Marketing Analytics
- 521402 CIP code is now renamed Marketing Analytics



# Updated Course Standards

- Digital Media Marketing
  - Proposed merge of Advertising and Digital Media Marketing in 2019-20
    - Focus on print and digital advertising
    - District/School Implications?
    - Standards review and comment at EBS (10:30 – 11:30AM Wednesday)
- Social Media in Business
  - Change of content to focus on Social Media Marketing and related concepts in 2019-20
  - Relocated to the Marketing cluster
  - Standards review and comment at EBS (12:30 – 1:30 PM Wednesday)
  - Possible name change

# Concentrator/Completer Data, 2016-17

<b>CIP Code</b>	<b>Program</b>	<b>Concentrators</b>	<b>Completers</b>
090903	Marketing Communications	301	133
521401	Marketing Management	372	191
521402	Marketing Research	2	2
521802	Merchandising	55	40

# Three Unit (and other)Completer Majors

- All majors in the Marketing cluster may be completed in three units.
  - Marketing Communications
  - Marketing Management
  - Marketing Research (now Marketing Analytics)
  - Merchandising
  - Professional Sales (CIP phased out 2019-20)

# Courses that will Satisfy Three Unit Completer Programs: Marketing Communications

- **Required Courses:**
  - Advertising or Digital Media Marketing
  - Marketing
- **Plus One:**

Advertising (new addition to CIP)	Google Applications
Digital Media Marketing	Image Editing 1
Digital Desktop Publishing	Integrated Business Applications 1
Digital Multimedia	Professional and Leadership Development
Entrepreneurship	Social Media in Business
Essential Communications	Sports and Entertainment Marketing
Fundamentals of Web Page Design and Development	Virtual Enterprise 1

# Courses that will Satisfy Three Unit Completer Programs: Marketing Management

- **Required Courses:**
  - Marketing
  - Marketing Management
- **Plus One:**

Accounting 1	Fundamentals of Project Management
Business Finance (New addition to CIP)	Human Resources Management (New addition to CIP)
Business Law	Introduction to Hospitality and Tourism Management (New addition to CIP)
Business Principles and Management	Professional and Leadership Development
Entrepreneurship	Social Media in Business
Essential Communications	Sports and Entertainment Management

# Courses that will Satisfy Three Unit Completer Programs: Marketing Analytics

- **Required Courses:**
  - Marketing
  - Marketing Analytics (formerly Marketing Research)
- **Plus One:**

Entrepreneurship	Professional and Leadership Development
Essential Communications	SAS Programming 1
Google Applications	Social Media in Business
Integrated Business Applications 1	Virtual Enterprise 1



# Courses that will Satisfy Three Unit Completer Programs: Merchandising

- **Required Courses:**

- Marketing
- Merchandising

- **Plus One:**

Digital Multimedia	Google Applications
Entrepreneurship	Integrated Business Applications 1
Essential Communications	Professional and Leadership Development
Fashion Marketing	Social Media in Business
Fundamentals of Web Page Design and Development	Sports and Entertainment Marketing

# Courses that will Satisfy Three Unit Completer Programs: Professional Sales

## **CIP code phasing out effective June 2019**

- **Required Courses:**

- Marketing
- Professional Sales

- **Plus One:**

Digital Media Marketing	Professional and Leadership Development
Entrepreneurship	Social Media in Business
Essential Communications	Virtual Enterprise 1

# New Certifications/Credentials

- Marketing Communications
  - Bing Ads
  - Google AdWords
  - Facebook Certified Planning Professional
- Merchandising
  - Certified Guest Service Professional (CGSP®), American Hotel & Lodging Association
  - Retail Industry Fundamentals, National Retail Federation
- Marketing Analytics
  - Google Analytics IQ exam

# Contact Me

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