

"In my opinion, Sports & Entertainment Marketing is very beneficial. It teaches you all about how the sports & entertainment advertisement and how it works. It also helps me with my presentation skills and understanding everything in the marketing world. It is FUN because you get to make products & advertisements of your own!"

*Jae'Vion Dailey
Plano West HS*

"I love Sports & Entertainment Marketing. It is my favorite class of the day. The class is enjoyable and interesting, and is taught in a very interactive way. It is a good intro to marketing and teaches really useful information about the marketing business. It has taught me many things like how to figure out what people want in a product and how to brand your product and advertise it to generate new customers. It is a good business class and will really help me with my future business endeavors."

*Bryson Smiley
Plano West HS*

"I love my marketing course and look forward to it every day. Not only is it an enjoyable and engaging class, it's going to be very beneficial to my future. In marketing, we learn how the world market works and how everything around us can positively or negatively affect the market. We're always using real situational projects to simulate real world marketing. This is an amazing course and I would recommend it to anyone. "

*Will Bramblett
Plano West HS*

It is the policy of Plano ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its career programs, services, or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

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Learning that works for America



Career & Technical Education offers an opportunity for students to **learn skills** they may use in high school, college, in a career after graduation and/or a financial means to help further their education. **CTE Marketing** blends **academics and career preparation** to produce **well-rounded graduates** ready for the opportunities in the field of Marketing. **Microsoft Office 2010** will be the software applications that students will utilize to complete **Marketing projects**. CTE Marketing classes give students the opportunity to join and compete in **DECA**, a nationally recognized organization that provides **Marketing leadership experiences**. DECA prepares **emerging leaders and entrepreneurs** in marketing, finance, hospitality and **management** in high schools and colleges around the globe.

Principles of Business, Marketing, & Finance (grades 9-12)

Students will gain knowledge of the economic concepts involving the private enterprise, marketing of goods and services, advertising, and finances of business. Students will compete in a national stock market game and a class virtual business simulation.



Social Media Marketing (grades 11-12)

Examine how the explosion of social media can be used as a marketing tool. Discover new job opportunities to manage a successful social media presence for organizations. Learn the techniques for gaining customer and consumer buy-in using social media. Develop skills on how to properly select social media platforms to engage consumers. This class will provide the background to prepare you for this high-demand employment area.

Sports and Entertainment Marketing (grades 11-12)

Explore the intriguing world of sports and entertainment from the perspective of marketing. This highly engaging one-semester class will offer students an in-depth look at the market-driven sports and entertainment industries. This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment.

Practicum in Marketing w/Extended Practicum (grades 11-12)

Got a job?? Why not get class credit?? Practicum in Marketing will introduce you to the exciting and dynamic world of marketing. Take your first step by making a smooth transition from the classroom to the workplace. Learn about the world of work, your place in it, and what it takes to succeed.

Entrepreneurship (grades 11-12)

Do you have the right stuff to be a successful business owner? In Entrepreneurship, you will learn to enjoy your work, be your own boss, and make more money when you learn what it takes to plan, design, and start a profitable business venture.

Fashion Marketing (grades 11-12)

Fashion is a part of our everyday lives – everyone wears and buys clothes. Styles change from year to year and from season to season, creating new trends and demand for certain fashions. It is important to recognize the impact the fashion industry has on our lives. This course will introduce the marketing strategies used to develop, distribute, and showcase today's fashion.

Courses may not be offered on all campuses. Check with the campus counseling department.