

PATHWAY | MARKETING AND SALES



PATHWAY DESCRIPTION

YEAR 1

Principles of Business Management introduces students to the fundamentals of business ownership, organization, and management while building practical, technology-enabled workplace skills.

- **Business Foundations:** Ownership structures, organizational principles, management, finance, and enterprise development
- **Technology & Decision-Making:** Use of digital tools to analyze data, solve problems, and support effective business decisions
- **Professional Skills:** Business communication, problem-solving, and presentations using industry-standard software

YEAR
1

7153 Principles of Business Management

- IDOE Course 7153, 2 Semesters

YEAR 2

Marketing Fundamentals introduces students to the role and impact of marketing in the global economy, emphasizing how organizations plan, promote, price, and deliver products and services. Students apply communication, math, and critical-thinking skills through hands-on projects, including the development of an integrated marketing plan.

- Overview of the **seven functions of marketing**, including promotion, pricing, product/service management, and professional selling
- **Applied skills development** in communication, mathematics, problem-solving, and critical thinking
- **Project-based learning**, highlighted by creating an integrated marketing plan

YEAR
2

5914 Marketing Fundamentals

- IDOE Course 5914, 2 Semesters

YEAR 3

Strategic Marketing applies core marketing principles at an advanced level, emphasizing how consumer behavior informs effective marketing decisions.

- Examines consumer behavior through psychology, social psychology, and economics
- Analyzes the relationship between consumer behavior and marketing strategies
- Applies advanced marketing concepts to real-world business contexts

YEAR
3

5918 Strategic Marketing

- IDOE Course 5918, 2 Semesters

Students MUST complete all pathway classes with a 73% or better



CAREER OPTIONS

- Marketing Manager
- Human Resources Manager
- Financial Analyst
- Operations Manager
- Business Consultant
- Project Manager
- Sales Director
- Accountant
- Supply Chain Manager
- Retail Manager
- Business Development Manager
- Executive Administrator
- & more!