



# Marketing, Distribution & Logistics

Comprehensive Career Cluster Review  
(C3R)

College, Career & Technical Education | Spring 2024



# Comprehensive Career Cluster Review (C3R)

The comprehensive career cluster review (C3R) is the intentional review of career and technical education (CTE) programs and the course standards within each program to ensure students have up-to-date course standards aligned to postsecondary and career needs. Each career cluster is reviewed annually with input from the state-wide advisory councils comprised of postsecondary partners, industry partners, and secondary CTE teachers. Advisory council meetings allow the stakeholders to engage in dialogue and discuss current needs, emerging trends, and necessary course revisions to course standards. Advisory council input could potentially lead to new or retired programs of study, new courses or retired courses, or revised course standards within existing courses, if necessary. The collaborative engagement ensures students receive instruction on the most up-to-date and relevant course standards so they are prepared for postsecondary and the workforce.

## Marketing, Distribution & Logistics

The Marketing, Distribution & Logistics career cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives, as well as careers involved in the planning, management, and movement of people, materials, and products by road, air, rail, and water. A large percentage of jobs in the Marketing career cluster have a bright outlook and are expected to grow rapidly in the next several years, due to ample job openings and the addition of new occupations.

School Year	Marketing, Distribution & Logistics Career Cluster Concentrators
2020-21	4,783
2021-22	4,915
2022-23	5,574

# Entrepreneurship

2023-24 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Entrepreneurship</b>	Introduction to Entrepreneurship (C31H23)	Marketing & Management I: Principles (C31H00)	Entrepreneurship (C31H05) -or- <b>Dual Enrollment</b> Office Entrepreneurship I (31H12) -or- <b>Dual Enrollment</b> Office Entrepreneurship II (C31H14) -or- <b>IGCSE</b> Enterprise (C31H13)	Business & Entrepreneurship Practicum (C12H35) -or- Virtual Enterprise International (C12H23) -or- <b>Dual Enrollment</b> Entrepreneurship III (C31H17) -or- <b>Dual Enrollment</b> Entrepreneurship IV (C31H18) -or- <b>WBL</b> Entrepreneurship Career Practicum (C31H29)

## Description

The *Entrepreneurship* program of study (POS) is designed to prepare students who want to start, own, and operate their businesses. Recognizing this, the Entrepreneurship program of study aims to help young innovators at the secondary level begin to develop and equip themselves with the practical skills and knowledge needed to successfully launch and maintain small businesses as entrepreneurs. Subject matter in the Entrepreneurship POS is arranged around sequenced, progressive courses that provide students with the opportunity to develop a holistic understanding of business and organizational systems and how they are utilized in the startup and maintenance of an independent small business. The course content centers on concepts in business, finance, and marketing; social responsibility and ethics; the marketing mix; economics; market research; product development; and the role of marketing in business. Proficient students will understand the role of entrepreneurship; entrepreneurship potential; business plan development; and marketing, operations, and financials for small businesses. Upon completion of this POS, students will be prepared to start and successfully maintain their small businesses.

This POS is primarily aligned with [Future Business Leaders of America](#) (FBLA) and [DECA](#) career and technical student organizations (CTSOs).

## Job Outlook

While there is no specific occupation or SOC code for an entrepreneur, Tennessee has over 664,681 small businesses. Of these businesses, 1.2 million are employed, or 41.9 percent of all employed Tennesseans<sup>1</sup>. Small businesses can exist in any career cluster area and span a broad range of areas of specialty and expertise. Among the small businesses operated by entrepreneurs in Tennessee are auto body repair shops, massage therapy service establishments, landscaping and grounds maintenance businesses, funeral homes and related service establishments, auto service shops, hair and nail salons, construction contracting businesses, graphic design shops, HVAC installation and repair shops, marriage and family therapy service organizations, and general maintenance/repair (handyman) service shops.

**Figure 1.** Tennessee employment projections for Entrepreneurship-related occupations job openings projected 2020-2030.<sup>2</sup>

Occupation	SOC Code	Employment (2020)	Projected Employment (2030)	Projected Growth (2020-2030)	Projected Annual Job Openings (2020-2030)
<b>First-Line Supervisors of Office and Administrative Support Workers</b>	43-1011	39,943	42,697	6%	4,333
<b>First-Line Supervisors of Retail Sales Workers</b>	41-1011	37,357	35,198	-6%	3,579
<b>First-Line Supervisors of Food Preparation and Serving Workers</b>	35-1012	19,266	25,904	26%	3,974
<b>Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel</b>	41-3091	17,414	22,677	23%	2,792

<sup>1</sup> Small Business Administration, Small Business Economic Profile TN, <https://advocacy.sba.gov/wp-content/uploads/2023/11/2023-Small-Business-Economic-Profile-TN.pdf> (Visited March 19, 2024)

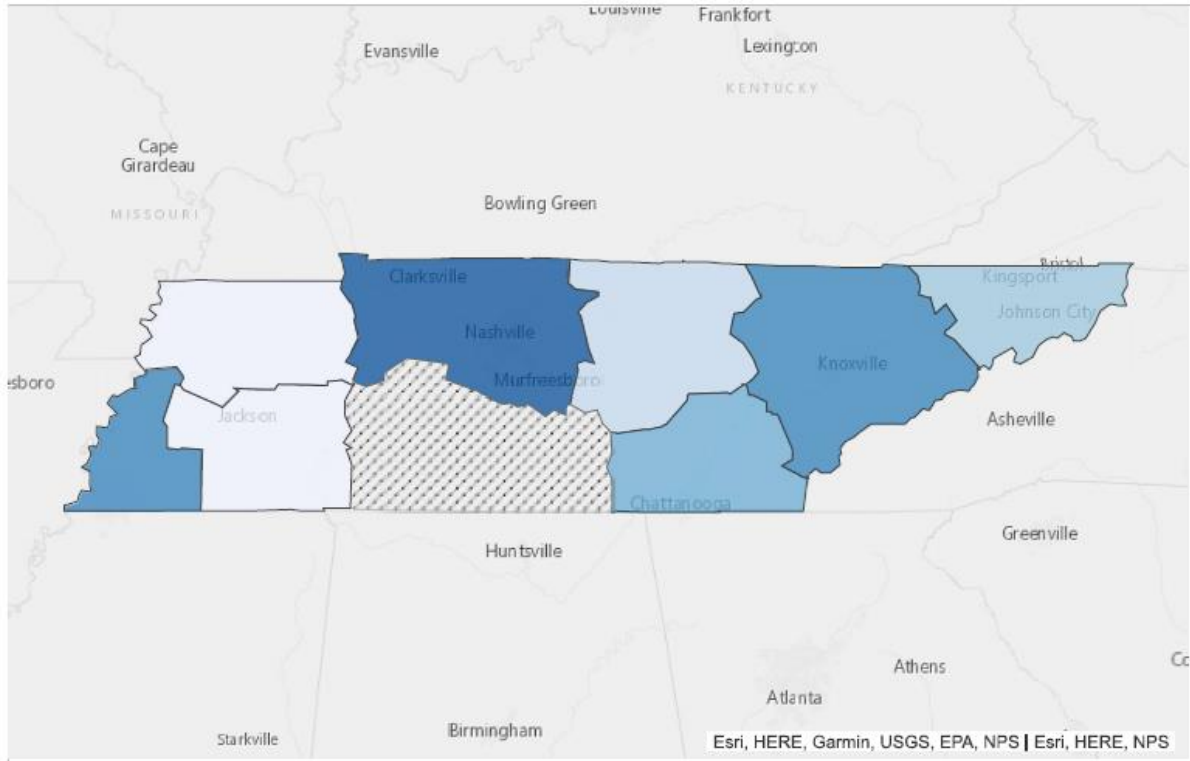
<sup>2</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

<b>Occupation</b>	<b>SOC Code</b>	<b>Employment (2020)</b>	<b>Projected Employment (2030)</b>	<b>Projected Growth (2020-2030)</b>	<b>Projected Annual Job Openings (2020-2030)</b>
<b>Receptionists and Information Clerks</b>	43-4171	19,601	21,278	8%	2,720
<b>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</b>	41-4012	17,311	20,367	15%	2,136
<b>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</b>	41-4011	13,576	16,152	16%	1,701
<b>Market Research Analysts and Marketing Specialists</b>	13-1161	9,662	12,922	25%	1,419
<b>Insurance Sales Agents</b>	41-3021	10,202	12,325	17%	1,217
<b>Chief Executives</b>	11-1011	11,901	12,101	2%	1,197

**Figure 2.** Tennessee employment distribution projections for Sales Representatives Except Advertising, Insurance, Financial Services, and Travel-related occupations.<sup>3</sup>

### Occupation Profile for Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel in Tennessee

The map below shows the distribution of the 2030 projected employment for Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel in Tennessee by local workforce development areas.



**2030 Projected Employment**



Source: TN Dept of Labor & Workforce Dev, Div Emp Sec, LMI

<sup>3</sup> Jobs4TN, Occupation Profile, <http://www.tn.gov/jobs4tn> (Visited March 20, 2024)

## ***Program of Study Level***

Tennessee Investment in Student Achievement (TISA) provides direct funding for student participation in career and technical education (CTE) programs to drive college and career readiness outcomes. Pursuant to T.C.A. § 49-3-105(c)(2), a direct allocation amount will be generated for each student membership in a CTE program based on the rule:

1. The level of the program
  - Programs shall be designated into one (1) of three (3) levels.
  - Programs will be classified into three (3) levels based on alignment to wage-earning potential indicators and additional resources required to support the program if aligned to wage-earning potential occupational pathways.
2. The student progression in coursework through the program

\*The state budget keeps all programs funded at \$5,000 for 2024-25 school year funding. See the [CTE TISA Programs of Study Leveling Guide 2024-25](#) for the TISA funding formula for program of study levels.

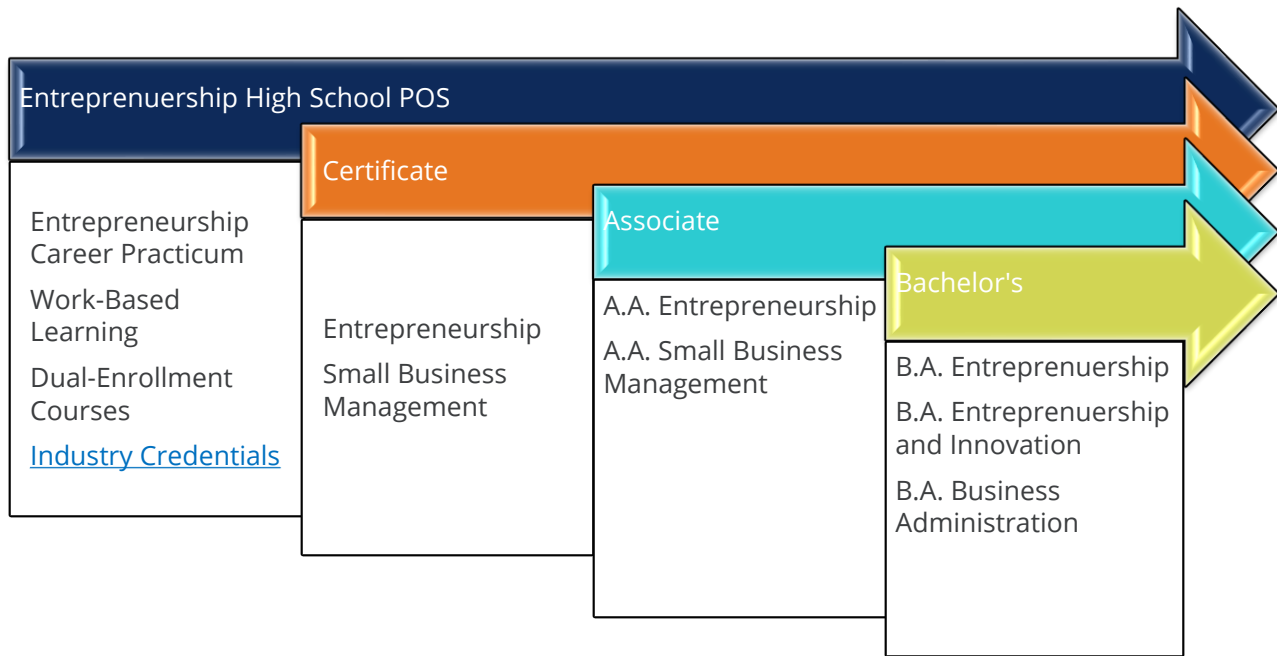
### **Entrepreneurship Program: Level 2**

## ***Postsecondary Pathways***

In Tennessee, aspiring entrepreneurs have a rich array of postsecondary opportunities to nurture their ambitions. The Tennessee College of Applied Technology (TCAT) system offers specialized programs in Entrepreneurship and Small Business Management, providing practical skills and knowledge essential for launching and managing successful ventures. Community colleges such as Motlow State Community College and Columbia State Community College offer associate degree programs in Entrepreneurship, equipping students with foundational business principles and entrepreneurial strategies. Additionally, universities like the University of Tennessee, Vanderbilt University, and Belmont University provide bachelor's and master's degrees in Entrepreneurship and Innovation, offering comprehensive education in business planning, market analysis, and startup financing. These institutions serve as incubators for future business leaders, providing mentorship, networking opportunities, and resources to help students turn their entrepreneurial visions into reality.

The figure below illustrates which pathways are available for a student graduating from a high school Tennessee Entrepreneurship program.

**Figure 3.** Outlines the related career opportunities for the Entrepreneurship program of study.<sup>4</sup>



Additional opportunities are offered at multiple postsecondary institutions as indicated in the [Tennessee Department of Labor and Workforce Dashboard](#).

High School Diploma	Certificate	Associate	Bachelor's
<ul style="list-style-type: none"> <li>• Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (<b>\$31,731</b>)</li> <li>• Insurance Sales Agents (<b>\$31,641</b>)</li> </ul>	<ul style="list-style-type: none"> <li>• Massage Therapist (<b>\$35,572</b>)</li> <li>• Construction Managers (<b>\$57,319</b>)</li> <li>• Cosmetologists (<b>\$20,599</b>)</li> </ul>	<ul style="list-style-type: none"> <li>• Property, Real Estate and Community Association Mangers (<b>\$39,179</b>)</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic Designer (<b>\$32,762</b>)</li> <li>• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (<b>\$38,009</b>)</li> <li>• Chief Executive (<b>\$36,682</b>)</li> </ul>

<sup>4</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

## Current Secondary Landscape

Over the past three years, the number of schools offering Entrepreneurship has grown from 41 to 53 in 2023. Also, in the same time period, there has been growth in the Level III courses, Entrepreneurship and Dual Enrollment Entrepreneurship I, which are courses unique to this program of study. The figures below highlight several schools offering this program of study, course enrollment, and several career cluster concentrators.

Figure 4. Open Enrollment Analysis

School Year	Schools Offering Entrepreneurship
2020-21	41
2021-22	48
2022-23	53

Figure 5. Student Enrollment by Course

Course	2020-21	2021-22	2022-23
Introduction to Entrepreneurship**	N/A	N/A	876
Marketing and Management I: Principles*	6,189	5,929	6,636
Entrepreneurship	1,232	1,240	1,422
Dual Enrollment Entrepreneurship I	37	67	189
Dual Enrollment Entrepreneurship II	0	0	34
IGCSE Enterprise^	12	10	0
Business & Entrepreneurship Practicum*	536	770	718
Dual Enrollment Entrepreneurship III	0	0	0
Dual Enrollment Entrepreneurship IV	0	0	0
WBL# Entrepreneurship Career Practicum	0	0	0

\*\*Course replaced Introduction to Business and Marketing as the Level 1 course beginning in the fall of 2022.

\*Course is part of more than one program of study.

^International General Certificate of Secondary Education (IGCSE)

#Work-Based Learning (WBL)

# Marketing Management

2023-24 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Marketing Management</b>	Introduction to Business & Marketing (C12H26)	Marketing & Management I: Principles (C31H00)	Marketing & Management II: Advanced Strategies (C12H17) -or- Social Media Analytics (C31H02) -or- <b>Dual Enrollment</b> Marketing Management I (C31H10) -or- <b>Dual Enrollment</b> Marketing Management II (C31H11) -or- <b>SDC</b> Principles of Marketing (C31H27)	Advertising & Public Relations (C31H03) -or- Retail Operations (C21H04) -or- Event Planning & Management (C16H12) -or- <b>Dual Enrollment</b> Marketing Management IV (C31H19) or- <b>Dual Enrollment</b> Marketing Management IV (C31H20) -or- <b>WBL</b> Marketing Management Career Practicum (C31H28)

## Description

The *Marketing Management* POS is designed to prepare students for employment in a career where marketing communications are used to convey information about a business’s ideas, goods, and services to increase sales and profitability. The subject matter is arranged around sequenced, progressive courses that provide students with the opportunity to develop a holistic understanding of marketing systems and how they are utilized in sales, advertising, public relations, and other marketing services. Course content centers on concepts in business, finance, and marketing; social responsibility and ethics; the marketing mix; economics; market research; product development; and the role of marketing in business. Proficient students will understand selling, branding, packaging, labeling, purchasing, pricing, advertising, promotional concepts, and business financing. Upon completion of this POS, students will be prepared to seek employment or advanced training as a retail salesperson, marketing manager, advertising manager, or

many other careers in marketing and sales. This POS is primarily aligned with [Future Business Leaders of America](#) (FBLA) and [DECA](#) CTSOs.

## Job Outlook

Marketing careers incorporate talents in planning, managing, and monitoring day-to-day promotional activities; accessing, evaluating, and disseminating information; and developing, maintaining, and improving products or services. A large percentage of jobs in the Marketing career cluster have a bright outlook and are expected to grow rapidly in the next several years, due to ample job openings and the addition of new occupations. Marketing Research Analysts and Marketing Specialists are listed as one of the fastest-growing careers with a median wage greater than \$66,460<sup>5</sup>.

**Figure 1.** Tennessee employment projections for Marketing Management related occupations job openings projected for 2020-2030.<sup>6</sup>

Occupation	SOC Code	Employment (2020)	Projected Employment (2030)	Projected Growth (2020-2030)	Projected Annual Job Openings (2020-2030)
<b>Retail Salespersons</b>	41-2301	86,401	86,145	0%	11,924
<b>Customer Service Representatives</b>	43-4051	69,746	78,427	11%	10,177
<b>First-Line Supervisors of Office and Administrative Support Workers</b>	43-1011	39,943	42,697	6%	4,333
<b>First-Line Supervisors of Retail Sales Workers</b>	41-1011	37,357	35,198	-6%	3,579
<b>Sales Representatives, Except Advertising, Insurance, Financial Services, and Travel</b>	41-3091	17,414	22,677	30%	2,792
<b>Sales Representatives, Wholesale and Manufacturing, Except</b>	41-4012	17,311	20,367	15%	2,136

<sup>5</sup> Career One Stop, U.S. Department of Labor, Fastest Growing Careers, Online at <https://www.careeronestop.org/Toolkit/Careers/fastest-growing-careers.aspx?location=TN> (Visited March 19, 2024)

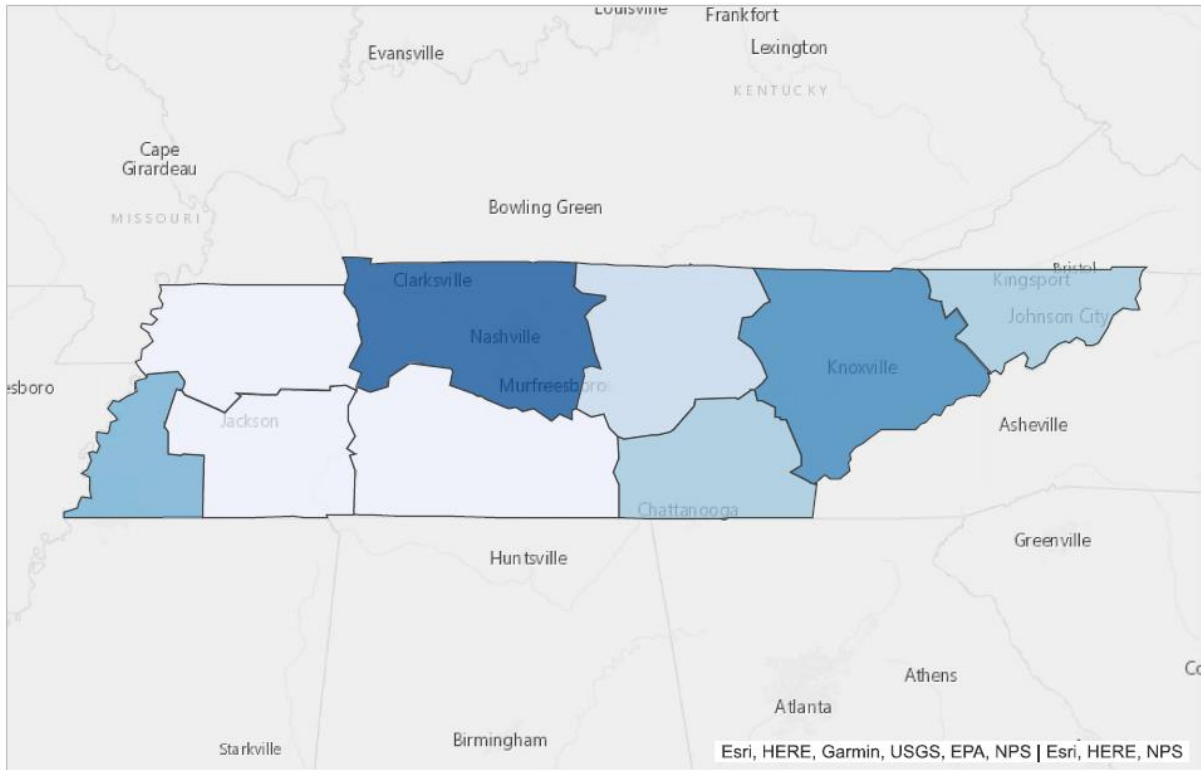
<sup>6</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

<b>Occupation</b>	<b>SOC Code</b>	<b>Employment (2020)</b>	<b>Projected Employment (2030)</b>	<b>Projected Growth (2020-2030)</b>	<b>Projected Annual Job Openings (2020-2030)</b>
<b>Technical and Scientific Products</b>					
<b>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</b>	41-4011	13,576	16,152	16%	1,701
<b>Market Research Analysts and Marketing Specialists</b>	13-1161	9,662	12,922	25%	1,419
<b>Management Analysts</b>	13-1111	10,305	12,347	17%	1,220
<b>Insurance Sales Agents</b>	41-3021	10,202	12,325	17%	1,217

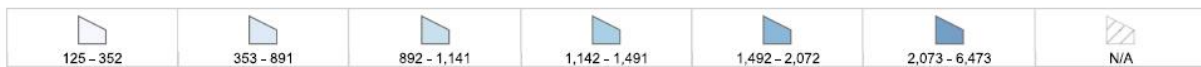
Figure 2. Projected data area employment for Marketing Management in Tennessee<sup>7</sup>

### Occupation Profile for Market Research Analysts and Marketing Specialists in Tennessee

The map below shows the distribution of the 2030 projected employment for Market Research Analysts and Marketing Specialists in Tennessee by local workforce development areas.



2030 Projected Employment



Source: TN Dept of Labor & Workforce Dev, Div Emp Sec, LMI

<sup>7</sup> Jobs4TN, Occupation Profile, <http://www.tn.gov/jobs4tn> (Visited March 19, 2024)

## ***Program of Study Level***

TISA provides direct funding for student participation in CTE programs to drive college and career readiness outcomes. Pursuant to T.C.A. § 49-3-105(c)(2), a direct allocation amount will be generated for each student membership in a CTE program based on the rule:

1. The level of the program
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2. The student progression in coursework through the program

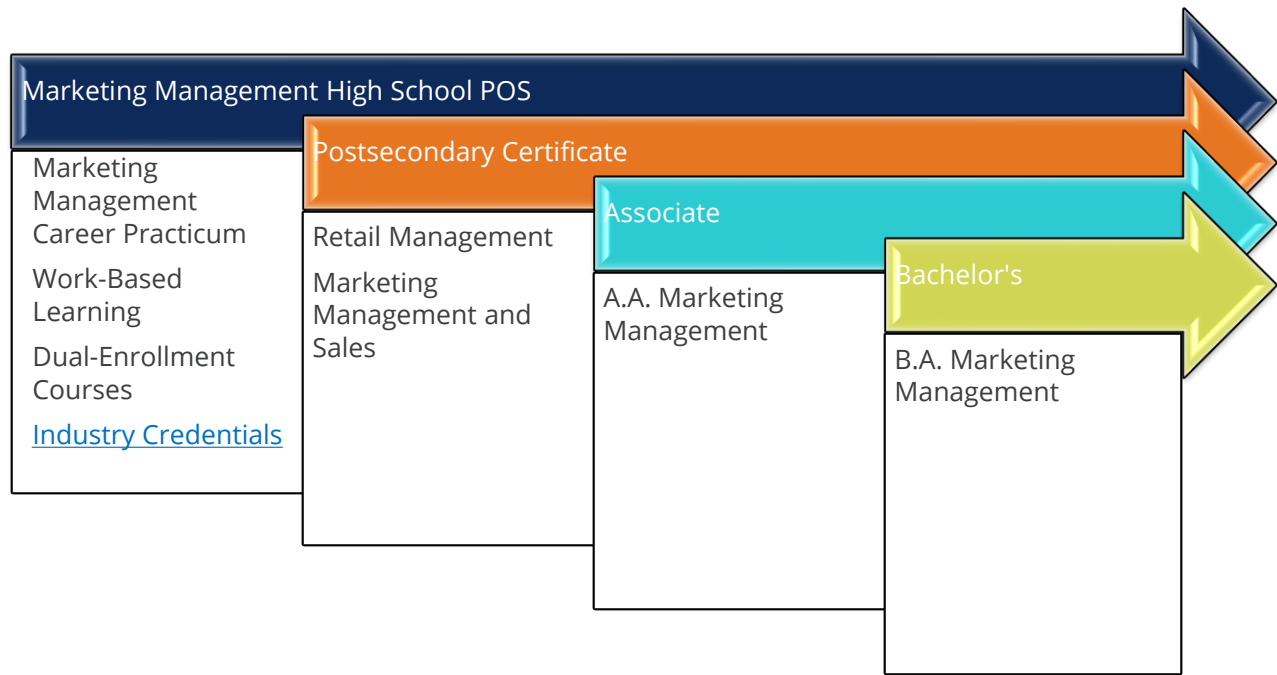
\*The state budget keeps all programs funded at \$5,000 for 2024-25 school year funding. See the [CTE TISA Programs of Study Leveling Guide 2024-25](#) for the TISA funding formula for program of study levels.

### **Marketing Management Program: Level 2**

## ***Postsecondary Opportunities***

In Tennessee, students aspiring to delve into the dynamic world of marketing management have a multitude of post-secondary options at their fingertips. Opportunities Tennessee College of Applied Technology (TCAT) system offers specialized programs such as Business Operations and Entrepreneurship and Small Business Operations. Nashville State Community College, Pellissippi State Community College, and Southwest Tennessee Community College offer associate degree programs in Marketing Management, where students gain a solid foundation in marketing principles, consumer behavior, and strategic planning<sup>8</sup>. These institutions serve as launching pads for future marketing leaders, providing students with the expertise, experience, and connections needed to excel in the competitive field of marketing management.

**Figure 3.** Career-related opportunities for students in Marketing Management.<sup>8</sup>



Additional opportunities are offered at multiple postsecondary institutions as indicated in the [Tennessee Department of Labor and Workforce Dashboard](#).

High School Diploma	Certificate	Associate	Bachelor's
<ul style="list-style-type: none"> <li>•Merchandise Displayers and Window Trimmers (<b>\$26,104</b>)</li> <li>•Sales Representatives of Services Except Advertising, Insurance, Financial Services, and Travel (<b>\$31,731</b>)</li> </ul>	<ul style="list-style-type: none"> <li>•Real Estate Agent (<b>\$54,300</b>)</li> </ul>	<ul style="list-style-type: none"> <li>•First-Line Supervisors of Retail Sales Workers (<b>\$48,153</b>)</li> </ul>	<ul style="list-style-type: none"> <li>•Marketing Manager (<b>\$67,541</b>)</li> <li>•Sales Manager (<b>\$69,008</b>)</li> <li>•Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (<b>38,009</b>)</li> </ul>

<sup>8</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

## Current Secondary Landscape

Over the past three years, the number of schools offering Marketing Management has increased from 97 to 102 in 2023, but the growth has not been steady. This program may not be appropriate for schools that do not have the supporting labor market data. The figures below highlight the number of schools offering this POS, course enrollment, and number of career cluster concentrators.

Figure 4. Open Enrollment Analysis

School Year	Schools Offering Marketing Management
2020-21	97
2021-22	106
2022-23	102

Figure 5. Student Enrollment

Course	2020-2021	2021-22	2022-23
Introduction to Business & Marketing*	11,394	14,219	13,704
Marketing & Management I: Principles*	6,189	5,929	6,636
Marketing & Management II: Advanced Strategies	1,461	1,458	1,495
Social Media Analytics	736	1,006	1,168
Dual Enrollment Marketing Management I	18	28	32
Dual Enrollment Marketing Management II	11	0	0
SDC+ Principles of Marketing	0	0	0
Advertising and Public Relations	503	554	465
Retail Operations	703	693	437
Event Planning and Management*	466	562	514
Dual Enrollment Marketing Management III	0	0	0
Dual Enrollment Marketing Management IV	0	0	0
WBL# Marketing Management Career Practicum	0	0	0

\*Course is part of more than one POS.

+Statewide Dual Credit (SDC)

#Work-Based Learning (WBL)

# Supply Chain Management

2023-24 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Supply Chain Management</b>	Introduction to Business & Marketing (C12H26)	Supply Chain Management I: Principles and Foundations (C31H24)	Supply Chain Management II: Warehousing and Distribution (C31H25) -or- <b>Dual Enrollment</b> Supply Chain Management I (C31H15) -or- <b>Dual Enrollment</b> Supply Chain Management II (C31H16)	Supply Chain Management III (C31H26) -or- Supply Chain Management Practicum (C31H09) -or- <b>Dual Enrollment</b> Supply Chain Management III (C31H21) -or- <b>Dual Enrollment</b> Supply Chain Management IV (C31H22) -or- <b>WBL</b> Office Supply Chain Management Career Practicum (C31H30)

## Description

The *Supply Chain Management* POS is designed to prepare students for employment in any industry or business involved in the use of raw materials to make and move products and services from manufacturing to the end consumer. The subject matter is arranged around sequenced, progressive courses that provide students with the opportunity to develop a holistic understanding of business systems and how they are utilized in pricing, storing, transporting, and delivering goods and services. Course content centers on concepts in business, finance, and marketing; management and information technology; occupational safety; distribution and logistics; transportation; warehousing; government regulations; and efficient and eco-friendly processes. Upon completion of this POS, students will be prepared to seek employment or advanced training in the industries of transportation, manufacturing, retail operations, warehousing and wholesaling, and military operations.

This program of study is aligned with [DECA](#), [Future Business Leaders of America](#), and [SkillsUSA](#) CTSOs.

## Job Outlook

Supply Chain Management careers include transportation and material handling occupations and mid-and-upper-level management and marketing positions. Tennessee’s geographical and transportation infrastructures have created strong employment numbers in the transportation and material movement industry. Nationally and in Tennessee, heavy and tractor-trailer truck drivers have the largest number of projected job openings within the occupation groups not including material moving workers with over 9,000 projected annual openings in Tennessee and 241,200 nationally by 2032<sup>9</sup>.

**Figure 1.** Tennessee employment projections for Supply Chain related occupations with positive job openings projected 2020-2030.<sup>10</sup>

Occupation	SOC Code	Employment (2020)	Projected Employment (2030)	Projected Growth (2020-2030)	Projected Annual Job Openings (2020-2030)
<b>Office Clerks, General</b>	43-9061	61,683	65,541	6%	7,629
<b>General and Operations Managers</b>	11-1021	46,121	56,264	18%	5,210
<b>First-Line Supervisors of Office and Administrative Support Workers</b>	43-1011	39,943	42,697	6%	4,333
<b>First-Line Supervisors of Production and Operating Workers</b>	51-1011	18,625	21,497	13%	2,239
<b>Shipping, Receiving, and Traffic Clerks</b>	43-5071	19,263	20,251	5%	1,982
<b>Market Research Analysts and Marketing Specialists</b>	13-1161	9,662	12,922	25%	1,419
<b>Management Analysts</b>	13-1111	10,305	12,347	17%	1,220
<b>Production, Planning, and Expediting Clerks</b>	43-5061	8,742	10,544	17%	1,150

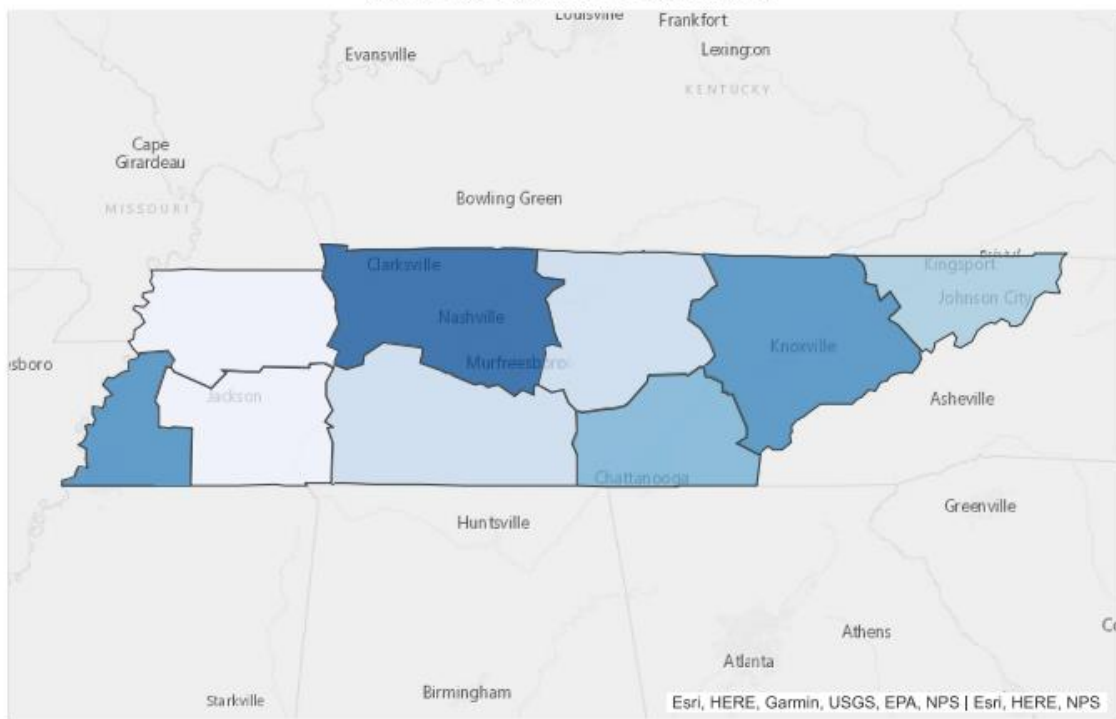
<sup>9</sup> National Center for O\*NET Development. Tennessee Employment Trends: 53-3032.00 - Heavy and Tractor-Trailer Truck Drivers. O\*NET OnLine. Retrieved May 1, 2024, from <https://www.onetonline.org/link/localtrends/53-3032.00?st=TN>

<sup>10</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

Occupation	SOC Code	Employment (2020)	Projected Employment (2030)	Projected Growth (2020-2030)	Projected Annual Job Openings (2020-2030)
<b>Buyers and Purchasing Agents</b>	13-1020	6,711	7,025	4%	432
<b>Industrial Production Managers</b>	11-3051	4,660	5,450	17%	420

Figure 2. Tennessee employment distribution projections for First-Line Supervisors of Office and Support Workers<sup>11</sup>.

The map below shows the distribution of the 2030 projected employment for First-Line Supervisors of Office and Administrative Support Workers in Tennessee by local workforce development areas.



Source: TN Dept of Labor & Workforce Dev, Div Emp Sec, LMI

<sup>11</sup> Jobs4TN, Occupation Profile, <http://www.tn.gov/jobs4tn> (Visited March 20, 2024)

## ***Program of Study Level***

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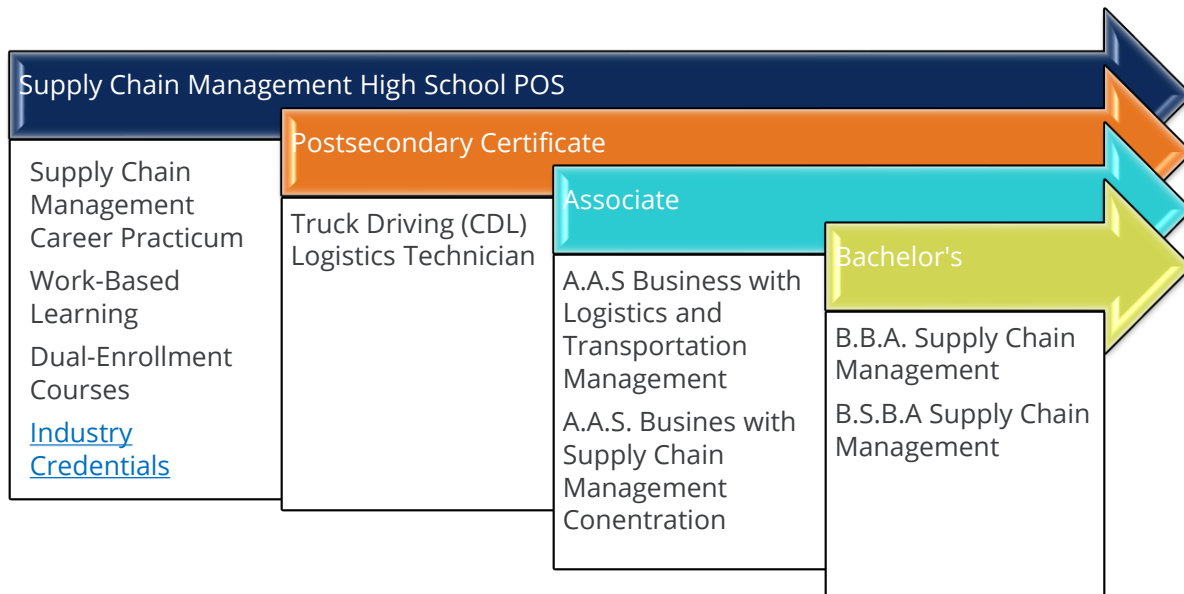
### **Supply Chain Management Program: Level 2**

## ***Postsecondary Opportunities***

The Supply Chain Management POS is designed to prepare students for employment in any industry or business involved in the use of raw materials to make and move products and services from manufacturing to the end consumer. Course content centers on concepts in business, finance, and marketing; management and information technology; occupational safety; distribution and logistics; transportation; warehousing; government regulations; and efficient and eco-friendly processes. Upon completion of this program of study, students will be prepared to seek employment or advanced training in the industries of transportation, manufacturing, retail operations, warehousing and wholesaling, and military operations. The Tennessee College of Applied Technology (TCAT) system offers specialized training in Truck Driving at the Crossville, Shelbyville, and Memphis campuses.<sup>13</sup>

Community colleges such as Motlow State and Southwest Community College offer Associate of Applied Science degrees, where students learn about inventory management, transportation logistics, and supply chain optimization. Additionally, universities such as the University of Tennessee - Knoxville, Middle Tennessee State University, and Tennessee State University provide bachelor's degrees with Supply Chain Management concentrations, offering comprehensive education in areas like procurement, global supply chain strategies, and supply chain analytics.

**Figure 3.** Outlines the related career opportunities and training in Supply Chain Management.<sup>12</sup>



Additional opportunities are offered at multiple postsecondary institutions as indicated in the [Tennessee Department of Labor and Workforce Dashboard](#).

High School Diploma	Certificate	Associate	Bachelor's
<ul style="list-style-type: none"> <li>Shipping, Receiving, &amp; Inventory Clerks (<b>\$27,393</b>)</li> <li>Production, Planning, &amp; Expediting Clerks (<b>\$32,208</b>)</li> <li>First-Line Supervisors of Production &amp; Operations (<b>\$40,666</b>)</li> <li>Transportation, Storage, &amp; Distribution Managers (<b>\$56,602</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Heavy and Tractor-trailer Truck Drivers (<b>\$34,338</b>)</li> <li>Transportation, Storage, &amp; Distribution Managers (<b>\$56,602</b>)</li> <li>First-Line Supervisors of Production &amp; Operations (<b>\$40,666</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Transportation, Storage, &amp; Distribution Managers (<b>\$56,602</b>)</li> <li>First-Line Supervisors of Production &amp; Operations (<b>\$40,666</b>)</li> </ul>	<ul style="list-style-type: none"> <li>Logisticians (<b>\$42,062</b>)</li> <li>General Operations Manager (<b>\$53,892</b>)</li> <li>Buyers and Purchasing Agents (<b>\$57,035</b>)</li> </ul>

<sup>12</sup> Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

## Current Secondary Landscape

Supply Chain Management has grown by two (2) programs in the last three years. In 2023, 646 students were enrolled in program-specific courses. This program may not be appropriate for schools that do not have the supporting labor market data. The figures below highlight the number of schools offering this program of study, course enrollment, and number of career cluster concentrators.

Figure 4. Open Enrollment Analysis

School Year	Schools Offering Supply Chain Management
2020-21	16
2021-22	13
2022-23	18

Figure 5. Student Enrollment in Supply Chain Management-specific courses

Course	2020-21	2021-22	2022-23
Introduction to Business and Marketing*	11,394	14,219	13,704
Supply Chain Management I: Principles and Foundations	N/A	N/A	424
Supply Chain Management II: Warehousing and Distribution	N/A	N/A	131
Dual Enrollment Supply Chain Management I	34	54	51
Dual Enrollment Supply Chain Management II	0	13	25
Supply Chain Management III: Management and Logistics	N/A	N/A	7
Supply Chain Management Practicum	0	13	0
Dual Enrollment Supply Chain Management III	0	11	8
Dual Enrollment Supply Chain Management IV	0	0	0
WBL# Supply Chain Management Career Practicum	0	0	0

\*The course is also part of another POS.

#Work-Based Learning (WBL)

# References

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Tennessee Higher Education Commission. (2024). 2024 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2024/2024%20Supply%20and%20Demand%20Report.pdf>

# Recommendations

The following includes recommendations for course standards changes to be presented to the State Board of Education (SBE) for consideration in August 2024.

Program of Study	Course	Recommendations
Entrepreneurship	N/A	Based on educator feedback and the recommendation of advisory council members, it is recommended that Introduction to Business and Marketing (C12H26) be returned as an option for a Year 1 course.
Entrepreneurship	Introduction to Entrepreneurship	<ul style="list-style-type: none"> <li>• Add a standard to focus on the importance and integration of CTSOs in the classroom.</li> <li>• Add a standard to focus on the growing importance of data analysis.</li> </ul>
Entrepreneurship	Introduction to Entrepreneurship	<p>Update Standard to Read:</p> <p>5.1 <u>Marketing and Small Business Ownership</u>: Explain the concept of marketing and its importance to business ownership, identifying the fundamental marketing concepts used by a small business. Describe the four elements of the marketing mix (i.e., price, product, promotion, and place) and analyze the roles of sales and promotion in a small business. Investigate a local small business, focusing on how the company employed the marketing mix. Critique the company's strategies and suggest alternative ideas for future campaigns, following the principles of the marketing mix.</p> <p>Storyboard the investigation, the use of the company's marketing mix, and the critique of the company strategies. Design the future campaign based on the storyboard. Compile the elements of the storyboard and campaign with other artifacts for inclusion in a program portfolio to be updated throughout the program of study.</p>
Marketing Management	N/A	Based on the need for students in Marketing Management to engage with multiple office applications to prepare for future careers, the advisory committee has requested that Principles of Office Applications (C12H84) be made available as a Year 1 course option.
Marketing Management	Marketing Management I	<ul style="list-style-type: none"> <li>• We live in a new era of online retailing that now outgains in-person shopping. More attention needs to be given to online sales and data from those efforts. Sales, site traffic, and purchase amounts are examples of things that are tracked. To accomplish adding this emphasis to course</li> </ul>

		<p>content, it is suggested to add the following to the course:</p> <ul style="list-style-type: none"> <li>• Apply tracking techniques to promotional efforts for both in-person and online sales.</li> </ul>
Marketing Management	Marketing Management I	Add a standard to highlight the importance of utilizing the engineering design process while working with a team to complete a project.
Marketing Management	Marketing Management II	<p><b>Marketing and Management II</b> is used as a dual credit course at Motlow State (BUS2810) but is missing the following concepts to match the college course:</p> <ul style="list-style-type: none"> <li>• Identify concepts influencing consumer behavior, identify concepts associated with the consumer/buyer decision process, and identify concepts associated with the business/organizational markets.</li> <li>• Explain the fundamentals associated with marketing-channel decisions and discuss the advantages of the most widely used distribution channels. (Producers/Agents/Distributors/Wholesale/Retail)</li> <li>• Discuss online marketing, electronic commerce, and websites. Include website advertisements, cookies, ad choices, and other modern online marketing terms.</li> </ul>
Supply Chain Management	Supply Chain Management I	Add a standard to highlight the importance of utilizing the engineering design process while working with a team to complete a project.

## 2025-26 Proposed Programs and Courses

### Entrepreneurship

2025-26 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Entrepreneurship</b>	Introduction to Entrepreneurship (C31H23)	Marketing & Management I: Principles (C31H00)	Entrepreneurship (C31H05) -or- <b>Dual Enrollment</b> Entrepreneurship I (31H12) -or- <b>Dual Enrollment</b> Entrepreneurship II (C31H14) -or- <b>IGCSE</b> Enterprise (C31H13)	Business & Entrepreneurship Practicum (C12H35) -or- <b>Dual Enrollment</b> Entrepreneurship III (C31H17) -or- <b>Dual Enrollment</b> Entrepreneurship IV (C31H18) -or- <b>Dual Enrollment</b> Entrepreneurship V (C31H31) -or- <b>Dual Enrollment</b> Entrepreneurship VI (C31H32) -or- <b>Dual Enrollment</b> Entrepreneurship VII (C31H33) -or- <b>Dual Enrollment</b> Entrepreneurship VIII (C31H34) -or- <b>Dual Enrollment</b> Entrepreneurship IX (C31H35) -or-

				<b>Dual Enrollment</b> Entrepreneurship X (C31H36) -or- <b>WBL</b> Entrepreneurship Career Practicum (C31H29)
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**Marketing Management**

2025-26 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Marketing Management</b>	Introduction to Business & Marketing (C12H26)	Marketing & Management I: Principles (C31H00)	Marketing & Management II: Principles (C12H17) -or- Social Media Analytics (C31H02) -or- <b>Dual Enrollment</b> Marketing Management I (C31H10) -or- <b>Dual Enrollment</b> Marketing Management II (C31H11) -or- <b>SDC</b> Principles of Marketing (C31H27)	Advertising & Public Relations (C31H03) -or- Retail Operations (C21H04) -or- Event Planning & Management (C16H12) -or- <b>Dual Enrollment</b> Marketing Management IV (C31H19) or- <b>Dual Enrollment</b> Marketing Management IV (C31H20) -or- <b>Dual Enrollment</b> Marketing Management VI (C31H38) -or- <b>Dual Enrollment</b> Marketing Management VII (C31H39) -or-

				<p><b>Dual Enrollment</b> Marketing Management VIII (C31H40) -or- <b>Dual Enrollment</b> Marketing Management IX (C31H41) -or- <b>Dual Enrollment</b> Marketing Management X (C31H42) -or- <b>WBL</b> Marketing Management Career Practicum (C31H28)</p>
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### Supply Chain Management

2025-26 Program of Study	Year 1	Year 2	Year 3	Year 4
<b>Supply Chain Management</b>	Introduction to Business & Marketing (C12H26)	Supply Chain Management I: Principles and Foundations (C31H24)	Supply Chain Management II: Warehousing and Distribution (C31H25) -or- <b>Dual Enrollment</b> Supply Chain Management I (C31H15) -or- <b>Dual Enrollment</b> Supply Chain Management II (C31H16)	Supply Chain Management III (C31H26) -or- Supply Chain Management Practicum (C31H09) -or- <b>Dual Enrollment</b> Supply Chain Management III (C31H21) -or- <b>Dual Enrollment</b> Supply Chain Management IV (C31H22) -or- <b>Dual Enrollment</b>

				Supply Chain Management V (C31H43) -or- <b>Dual Enrollment</b> Supply Chain Management VI (C31H44) -or- <b>Dual Enrollment</b> Supply Chain Management VII (C31H45) -or- <b>Dual Enrollment</b> Supply Chain Management VIII (C31H46) -or- <b>Dual Enrollment</b> Supply Chain Management IX (C31H47) -or- <b>Dual Enrollment</b> Supply Chain Management X (C31H48) -or- <b>WBL</b> Office Supply Chain Management Career Practicum (C31H30)
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In 2025-26, students will have the option to add courses from the Business, Marketing, and Digital Technology programs to supplement their learning.