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**Marketing Standards**

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**The Background:**

*Rules, Regulations, and Minimum Standards of the State Board of Education 0520-01-03-.05(1)* calls for the State Board of Education to adopt curriculum standards for each subject area, grades K-12. The approved standards are to be the basis for planning instructional programs in each local school system.

The Department of Education's Division of Career and Technical Education (CTE) is submitting revisions for the Marketing career cluster to update curriculum standards. These new standards reflect higher expectations for students, as aligned to the Common Core State Standards for English Language Arts & Literacy in Technical Subjects, as well as reflect changes in the industry leading to new and evolving jobs in Tennessee.

Courses included in this item:

Advertising and Public Relations	Revised course
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**The Recommendation:**

The Department of Education recommends acceptance of this item on first reading. The SBE staff concurs with this recommendation.