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**Marketing Course 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. Adopted textbooks are also to be aligned with the state curriculum standards. Section 3.205 Approved High School Courses of the State Board of Education Policy identifies those courses which have been approved by the Board for instruction across the state.

The Department of Education's Division of Career and Technical Education (CTE) is proposing changes to approved course standards in the Marketing career cluster. This item includes revised courses within this career cluster that are now better aligned with postsecondary pathways, incorporate added instructional rigor by embedding Common Core State Standards for English Language Arts & Literacy in Technical Subjects, and reflect the competitive employment demands of our state.

Courses included in this item:

Marketing and Management I: Principles	Revised/Renamed course
Marketing and Management II: Advanced Strategies	Revised/Renamed course

**The Recommendation:**

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