
Marketing Course Standards

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 a revised course within this career cluster that are better aligns to postsecondary pathways, incorporates added instructional rigor by embedding Common Core State Standards for English Language Arts & Literacy in Technical Subjects, and better reflects the competitive employment demands of our state.

Courses included in this item:

Advertising and Public Relations	Revised course
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Since first reading of the standards included in this item, the CTE Division has critically reviewed and accepted feedback from Marketing educators, CTE Directors, and industry experts received via the CTE.Questions@tn.gov email address and during eight meetings with CTE teachers held in all three grand divisions. Feedback received on the *Advertising and Public Relations* standards validated the direction of the revisions. There are slight formatting updates in the attached standards but there are no standards revisions since first reading.

The Recommendation:

The Department of Education recommends adoption of this item on final reading. The SBE staff concurs with this recommendation.