**8225 Advertising**

**Credit: .5**

**Prerequisite: None**

Do you have what it takes to create the next big Super

Bowl ad? This semester course introduces students to

consumer behavior and advertising techniques; as well as

exploring print, broadcast, and online media sales

promotion.

**8230 Sports & Entertainment Marketing**

**Credit: .5**

**Prerequisite: None**

Why do athletes and entertainers make so much money

from endorsements? This semester-long course provides

students with basic marketing strategies, advertising,

sponsorship, and customer service in the sports and

entertainment fields, to include sporting events, movies,

TV, amusement parks, travel & tourism, theater, stadium

design, event planning, and recording contracts. The

business, financial, and legal aspects of the industry are

discussed.

**8210C Entrepreneurship**

**Credit: 1**

**Prerequisite: Advertising Sales and Sports &**

**Entertainment Marketing**

Want to be your own boss? This year-long course

provides you with the skills necessary to start and operate

your own business. Analyze various forms of business

ownership, marketing strategies to promote the business,

and financial planning tools in order to be profitable. Learn

how to create and write a business plan. This course can earn college credit based on Articulation agreements, which are subject to change.

**8240C Advanced Marketing**

**Credit: 2**

**Prerequisite: None or Entrepreneurship for Business & Industry Marketing declared Endorsement option. Student must complete an interest form for**

**enrollment and attend a meeting with instructor. Students will participate in a teacher-approved training station for continuation in this course, must be a minimum age of 16 and hold valid work documentation to enroll in a paid practicum experience. Transportation to and from the training station is the responsibility of the student.**

This is a career preparation course that requires students

to have a paid off-site work experience. The coursework

covers marketing concepts to include customer service,

sales, advertising, finance, distribution, pricing, and market

research. Employer evaluation will count as 30% of the

student’s grade. This course can earn college credit based on Articulation agreements, which are subject to change.

**8250W Practicum in Marketing**

**8251 2nd time taken**

**Credit: 2**

**Prerequisite: Advertising, Sports & Entertainment, and Entrepreneurship, Student must complete an interest form for enrollment and attend a meeting with instructor. Students will participate in a teacher-approved training station for continuation in this course; must be a minimum age of 16 and hold valid work documentation to enroll in a paid practicum experience. Transportation to and from the training station is the responsibility of the student**

This 2nd-year course requires employment to allow

students to become proficient in a marketing area. The

coursework is an extension of the Marketing Dynamics

class and will focus on customer service, market research,

and technology. Employer evaluation will count as 30% of

the student’s grade. This course can earn college credit

based on Articulation agreements with Alvin Community

College; Articulation agreements are subject to change.

**Practicum in Marketing - Extended 8250EW (1 st time taken) 8251E (2 nd time taken)**

**Credit: 3**

**Prerequisite: Advertising, Sports & Entertainment, Entrepreneurship. Student must complete an interest form for enrollment and attend a meeting with instructor. Students will participate in a teacher-approved training station working a minimum of 15 hours for continuation in this course; must be a minimum age of 16 and hold valid work documentation to enroll in a paid practicum experience. Transportation to and from the training station is the responsibility of the student.** This course requires employment to allow students to become proficient in a marketing area. The coursework will focus on customer service, market research, and 59 technology. Employer evaluation will count as 30% of the student’s grade.

**7950 Digital Media**

**Credit: 1**

**Prerequisite: None**

In this course you will create and manipulate text,

graphics, audio, video, and animation with editing

software. With the use of interactive media, you will be

able to identify appropriate software needed to solve

customer needs and resolve real world problems.

Software used in this class includes Adobe Photoshop

(graphics), FLASH (animation), and Movie Maker/Movie

Maker Live (video editing software). Industry certification

testing in Adobe Photoshop is offered to all students

meeting testing requirement; see teacher for these details.