

Coordinated Plans of Study for the North Dakota Career and Technical Education or Academic Scholarships

Marketing Education

Marketing Career Cluster

Course Code	Description	No. of Credits	Course Code	Description	No. of Credits
04080/ 14230	Principles of Marketing/ Business Fundamentals	½ or 1	04080/ 14230	Principles of Marketing/ Business Fundamentals	½ or 1
04239	Principles of Sports & Entertainment Marketing	½	04210	Marketing I	1
04210	Marketing I	1	04235	Social Media Marketing	½ or 1
04235	Social Media Marketing	½ or 1	04081/ 14095	Principles of Finance/ Financial Literacy	½ / ½ or 1
04081/ 14095	Principles of Finance/ Financial Literacy	½ / ½ or 1	04110	Principles of Entrepreneurship	½ or 1

Professional Sales/Merchandising/Marketing Communication

Course Code	Description	No. of Credits
04215	Marketing II	1
04223/ 14231 & 14232	Management/ Management I & II	1/ ½ & ½
04240	Sports & Entertainment Marketing	½ or 1
04290	School Based Enterprise	½ or 1
04999	Cooperative Work Experience	½ or 1

Marketing Management

Course Code	Description	No. of Credits
04215	Marketing II	1
04245	Hospitality Marketing	½ or 1
04310	International Marketing	½
04082	Business Finance	½ or 1
04111	Entrepreneurship	½ or 1
04290	School Based Enterprise	½ or 1
04999	Cooperative Work Experience	½ or 1

Must complete at least 2 credits

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Gray cells not funded by CTE