Coordinated Plan of Study
North Dakota Career and Technical Education or Academic Scholarship
MARKETING EDUCATION

Marketing Career Cluster	
Course Code	**Description**
04080/ 14230	Principles of Marketing/ Business Fundamentals
04210	Marketing I
04235	Social Media Marketing
04081/ 14095	Principles of Finance/ Financial Literacy
04110 14111	Principles of Entrepreneurship/ Entrepreneurship
Marketing Management Pathway	
Course Code	**Description**
04215	Marketing II
04245	Hospitality Marketing
04310	International Marketing
04082	Business Finance
04111	Entrepreneurship
04290	School Based Enterprise
04999	Cooperative Work Experience

Marketing Career Cluster	
Course Code	**Description**
04080/ 14230	Principles of Marketing/ Business Fundamentals
04239	Principles of Sports & Entertainment Marketing
04210	Marketing I
04235	Social Media Marketing
04081/ 14095	Principles of Finance/ Financial Literacy
Professional Sales/Merchandising/ Marketing Communication Pathway	
Course Code	**Description**
04215	Marketing II
04223/14231 & 14232	Management/ Management I & II
04240	Sports & Entertainment Marketing
04290	School Based Enterprise
04999	Cooperative Work Experience

- Student must complete at least 2 credits in one Career Cluster/Pathway.
- The top/blue section of the plan consists of more general courses that fit into the career cluster. The second/red section identifies a career pathway within that cluster and contains courses intended to better prepare students interested in that specific pathway.
- To complete two credits in a coordinated plan of study, a student chooses two or more courses to equal that number of credits, utilizing courses from both sections.