
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 College & Career Readiness 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 Tennessee State Standards for English Language Arts & Literacy in Technical Subjects and where applicable Mathematics, and reflect the competitive employment demands of our state.

Courses included in this item:

Entrepreneurship	Revised
Retail Operations	Revised

Since first reading of the standards included in this item, the C&CR Division has accepted feedback from Tennessee educators, CTE Directors, and industry experts via the CTE.Questions@tn.gov email address and through individual communications. Based on that feedback, the following changes have been made to the item since first reading:

- Updated course description information with new and revised course numbers, teacher endorsement codes, and staff contact information.
- Made minor grammatical, spelling, and formatting edits.
- Added a standard in Entrepreneurship to address international trade opportunities.

The Fiscal Analysis Impact:

This item has no financial impact on an LEA.

The Recommendation:

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