
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 revised courses within this career cluster that are now better aligned with postsecondary pathways, incorporate added instructional rigor by embedding Common Core State Standards for English Language Arts & Literacy in Technical Subjects, and reflect the competitive employment demands of our state.

Courses included in this item:

Marketing and Management I: Principles	Revised course
Marketing and Management II: Advanced Strategies	Revised course

Since first reading of the standards included in this item, the CTE Division has critically reviewed and accepted feedback from Tennessee educators, CTE Directors, and industry experts received via the CTE.Questions@tn.gov email address. The following changes have been made to the standards since first reading, based on that feedback:

- Updated formatting for consistency across documents.
- Added additional specificity to clarify examples based on industry vocabulary in both courses.

The Recommendation:

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