

<b>Marketing Course Crosswalk</b>		<b>Future Possibilities</b>		
<b>1997</b>	<b>2010</b>	<b>4 x 4</b>	<b>ATC</b>	<b>End of Program Licensure/Certification</b>
Marketing Yourself	Principles of Business, Marketing and Finance			
Entrepreneurship	Entrepreneurship		X	
Principles of Marketing	Principles of Business, Marketing and Finance		X	Certified E-Marketing Associate
Retailing	Retailing and E-tailing			Certified Salesperson, A*S*K
Advertising	Advertising and Sales Promotion			Certified E-Marketing Associate
International Marketing	Advertising and Sales Promotion			Certified E-Marketing Associate
Professional Selling	Advertising and Sales Promotion			A*S*K
Technology in Marketing	Principles of Business, Marketing and Finance		X	A*S*K
Marketing Dynamics	Marketing Dynamics	X	X	A*S*K
Marketing Management	Practicum in Marketing Dynamics		X	A*S*K
Fashion Marketing	Fashion Marketing			
Service Marketing	Principles of Business, Marketing and Finance		X	
Marketing Education Independent Study	Problems and Solutions			
	Sports and Entertainment Marketing			Certified Salesperson
<b>Fourth Science Recommendation</b>	NONE			
<b>Fourth Social Studies Recommendation</b>	Marketing Dynamics	X	X	
<b>Innovative Courses</b>				
E-Commerce	Innovative/Delete/Other			Certified E-Marketing Associate
Fundamentals of E-Commerce	Innovative/Delete/Other			
Mortgage Lending	Moved to Finance Cluster			
Principles of Real Estate	Innovative/Delete/Other			
Visual Merchandising	Innovative/Delete/Other			
Sports and Entertainment Marketing	Sports and Entertainment Marketing			
Sports Entertainment and Marketing Management	Innovative/Delete/Other			

*Course names are not final, but serve as placeholders for a body of essential knowledge and skills.*

*Draft 11/2008*