

Coordinated Plan of Study

North Dakota Career and Technical Education or Academic Scholarship

MARKETING EDUCATION

Marketing Career Cluster	
Course Code	Description
04080/	Principles of Marketing/
14230	Business Fundamentals
04210	Marketing I
04235	Social Media Marketing
04081/	Principles of Finance/
14095	Financial Literacy
04110	Principles of Entrepreneurship/
14111	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/	Principles of Marketing/
14230	Business Fundamentals
04239	Principles of Sports & Entertainment Marketing
04210	Marketing I
04235	Social Media Marketing
04081/	Principles of Finance/
14095	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.
- Gray cells are classes not funded by NDCTE.