

# Business and Industry Endorsement

## Marketing Cluster

*Refer to Academic Planning Guide for Course Prerequisites*

**5000 Principles of Business, Marketing, and Finance**  
9 – 12<sup>th</sup>

**5465 Sports & Entertainment  
Marketing**  
10 – 12<sup>th</sup>

**\*5060 Advertising & Sales Promotion**  
10 – 12<sup>th</sup>

**\*5070 Stock Market 101**  
(.5 credit course)  
10 – 12<sup>th</sup>

**\*5040 Entrepreneurship/Be Your Own Boss**  
11 – 12<sup>th</sup>

**\*5510 Marketing Practicum I/Internship**  
(3 credit course)  
11 – 12<sup>th</sup>

**\*5545 Marketing Practicum II/Internship**  
(3 credit course)  
12<sup>th</sup>

*Optional Class*

**5020 Money Matters –  
Financial Literacy**  
9 – 12<sup>th</sup>

**Certification: National Professional  
Certification in Customer Service**

***\*Advanced CTE Course in Endorsement  
Plan Option***