



8N970 Advanced Marketing

2 credits

Gr: 11-12

8N975 Advanced Marketing (DC) D



Prerequisite: One credit from the courses in the Marketing Cluster/Pathway

Description: In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills. This course covers technology, communication and customer service skills. Students will have the opportunity for a fee to earn a certification in the area of marketing.

8N200S Advertising (R)

0.5 credit

Gr: 9-12

8N205S Advertising (DC) D

R. Prerequisite: Principles of Business, Marketing, and Finance

Description: Everybody recognizes the NIKE "Swoosh" and McDonald's "golden arches." In Advertising, students will take a walk through the "ad biz" and learn to create advertisements with style. Students learn to appreciate the skills needed to secure market information, develop budgets, price advertising services, and evaluate promotional campaigns. Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

8F620 CCM Accounting I (H)

1 credit

Gr: 10-12

8F625 CCM Accounting I (DC) D

CCM

R. Prerequisite: (Lakeview Centennial High only – part of the School of Business) Principles of Business, Marketing and Finance or any other Business and Industry Endorsement Principles course

Description: Accounting encompasses careers that record, classify, summarize, analyze, and communicate a business's financial information/business transactions for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information. Students investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Special emphasis is placed on the accounting equation and its application to basic steps of the accounting cycle, special journals and ledgers, worksheets, adjusting and closing entries, special problems in the purchase and sale of merchandise, notes and interest, depreciation, accruals and prepaid items, payroll records and personal income taxes. Students complete practice sets or simulations with the computer software. Students formulate and interpret financial information for use in management decision making.

8D615 CCM Business Computer Information Management I (DC) D

1 credit

Gr: 10-12

CCM

Prerequisite: Touch Systems Data Entry - Keyboarding

Description: [College and Career Magnet course offered only at LCHS] CCM Business Computer Information Management I will be the technology course required for students completing the Associate Degree program at Lakeview Centennial High School. This course prepares students to apply technology skills to personal/workplace business situations focused on word processing, spreadsheets, database, telecommunications, desktop publishing, presentation management, networking, operating systems, and emerging technologies. Students complete the course with an intermediate level skill in word processing, spreadsheet, and database applications. Students are provided the opportunity to gain OPAC (Office Proficiency Assessment and Certification) or MOS (Microsoft Office Specialist) certification for a fee.

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2019-2020 Course Guide

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**8N600 CCM Entrepreneurship (R)****1 credit****Gr: 10-12****CCM****R. Prerequisite:** Principles of Business, Marketing, and Finance

Description: [College and Career Magnet course offered only at LCHS] Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit.

8D670 CCM Capstone - Project Based Research (H)**1 credit****Gr: 12****CCM****Prerequisite:** Teacher recommendation

Description: [College and Career Magnet course offered only at LCHS] CCM Capstone -Project-Based Research is a course for students to research a real-world problem. Students are matched with a mentor from the business or professional community to develop an original project on a topic related to career interests. Students use scientific methods of investigation to conduct in-depth research, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings.

8D600 CCM Principles of Business, Marketing and Finance (R)**1 credit****Gr: 9-12****CCM****Prerequisite:** None

Description: [College and Career Magnet course offered only at LCHS] CCM Students interested in pursuing a pathway in the LCHS School of Business. Students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities using project based learning problems and settings in business, marketing, and finance.

8K200 Digital Media (R)**1 credit****Gr: 9-12****R. Prerequisite:** Touch Systems Data Entry - Keyboarding or BCIM I, or Principles of Information of Technology Recommended

Description: In Digital Media, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students will implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students will enhance reading, writing, computing, communication, and critical thinking and apply them to the IT environment. Examples of software used are Microsoft Office Suite - Word, Excel, PowerPoint, Publisher, as well as Movie Maker, and Adobe Design & Web Premium CS6 Photoshop, Dreamweaver, Illustrator, InDesign, Flash, and Audacity. Adobe Certified Associate (ACA) Certifications are available for a fee.

8N940 Entrepreneurship (R)**1 credit****Gr: 11-12****R. Prerequisite:** Principles of Business, Marketing, and Finance

Description: In Entrepreneurship, students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

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**8C220 Fashion Design I (R)****1 credit****Gr: 10-12**

R. Prerequisite: Principles of Arts, A/V Technology & Communications or any Business and Industry Endorsement Principles course.

Description: Careers in fashion span all aspects of the textiles and apparel industries. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the fashion industry with an emphasis on design and construction.

8C930 Fashion Design II w/ Lab (R)**2 credits****Gr: 11-12**

Prerequisite: Fashion Design I

Description: Careers in fashion span all aspects of the textile and apparel industries. Within this context, in addition to developing technical knowledge and skills needed for success students will be expected to develop an understanding of the fashion industry with an emphasis on design and construction. Student must make application and be accepted into the program.

8N210 Fashion Marketing (R)**0.5 credit****Gr: 9-12****8N215 Fashion Marketing (DC) D**

R. Prerequisite: Principles of Business, Marketing, and Finance

Description: A course designed for the student with a creative flair and an interest in marketing and fashion. Explore the relationships between fashion, style, design and marketing. Students learn the development, promotion, advertising, retailing, fashion history, fashion style and design, textiles and fashions. Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities in fashion marketing.

GBL School of Global Business, Language and Leadership course is offered only at Naaman Forest High

8N500 GBL Advertising (R)**0.5 credit****Gr: 10-12****8N505 GBL Advertising (DC) D****GBL**

R. Prerequisite: GBL Principles of Business, Marketing and Finance

Description: Everybody recognizes the NIKE "Swoosh" and McDonald's "golden arches." In Advertising, students will take a walk through the "ad biz" and learn to create advertisements with style. Students learn to appreciate the skills needed to secure market information, develop budgets, price advertising services, and evaluate promotional campaigns. Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge. This course will have an emphasis on global businesses.

8D520 GBL Business Computer Information Management I (H)**1 credit****Gr: 9-12****GBL**

R. Prerequisite: Touch Systems Data Entry - Keyboarding

Description: [School of Global Business, Language and Leadership course is offered only at NFHS] GBL Business Computer Information Management I will be a required course in the School of GBL. This course prepares students to apply technology skills to personal/workplace business situations focused on word processing, spreadsheets, database, telecommunications, desktop publishing, presentation management, networking, operating systems, and emerging technologies. Students complete the course with an intermediate level skill in word processing, spreadsheet, and database applications. The students will be required to complete four of the MOS (Microsoft Office Specialist) certification (example: Word, Excel, PPT, Access, Outlook, etc.) exams.

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**8D570 GBL Capstone - Project Based Research (H)****1 credit****Gr: 12****GBL****Prerequisite:** Teacher recommendation, two courses in cluster with one advanced recommended.

Description: [School of Global Business, Language and Leadership course is offered only at NFHS] The GBL Capstone -Project-Based Research is a course for students to research a real-world problem. Students are matched with a mentor from the business or professional community to develop an original project on a topic related to career interests. Students use scientific methods of investigation to conduct in-depth research, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings. This course is designed as a capstone course to be taken at the end of the Global Business Academy.

8N540 GBL Entrepreneurship (H)**1 credit****Gr: 10-12****GBL****R. Prerequisite:** Principles of Business, Marketing, and Finance

Description: Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit.

8N510 GBL Fashion Marketing (H)**0.5 credit****Gr: 9-12****8N515 GBL Fashion Marketing (H)(DC) ⓓ****GBL****R. Prerequisite:** Principles of Business, Marketing, and Finance

Description: [School of Global Business, Language and Leadership course is offered only at NFHS]A course designed just for the student with a creative flair and an interest in marketing and fashion. Explore the relationships between fashion, style, design and marketing. Students learn the development, promotion, advertising, retailing, fashion history, fashion style and design, textiles and fashions, and career opportunities in fashion marketing. The students will work on projects in fashion marketing looking at it from a global aspect and how global fashions will affect us today.

8N550 GBL Practicum in Marketing /Extended Practicum in Marketing (H) 3 credits**Gr: 11-12****8N555 GBL Practicum in Marketing /Extended Practicum in Marketing (DC) 3 credits ⓓ****GBL****Prerequisite:** 16 years of age; recommended Prerequisite: GBL Principles of Business, Marketing, and Finance

Description: 3 credits, this course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Analysis of international marketing Strategies using market trends, costs, forecasting, pricing, sourcing, distribution factors. Development of an international marketing plan. Practicum in Marketing I is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.

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**8N560 GBL Practicum in Marketing II/Extended Practicum in Marketing (H) 3 credits****Gr: 12****GBL****Prerequisite:** GBL Practicum in Marketing I and/or with Extended Practicum in Marketing I

Description: 3 credits, In the Practicum in Marketing II/Extended, an advanced cooperative program, students pursue the development of necessary marketing and distributive competencies for full-time employment and job advancement. Students learn in a combination classroom instruction and on-the-job training environment. Instruction focuses on accelerated topics with emphasis on management techniques. Practicum in Marketing II is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing. In the Practicum in Marketing II the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.

8D510 GBL Principles of Business, Marketing and Finance (H)**1 credit****Gr: 9-12****GBL****Prerequisite:** None

Description: GBL Students interested in pursuing a pathway in the School of Global Business, Language and Leadership at NFHS. Students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities using challenged based learning problems and settings in business, marketing, and finance.

8N520 GBL Social Media Marketing (H)**0.5 credit****Gr: 10-12****GBL****R. Prerequisite:** GBL Principles of Business, Marketing, and Finance

Description: Social Media Marketing (one semester, 0.5 credit course) is designed to look at the rise of social media and how it has transformed the business arena as we once knew it. It will look at how marketers are integrating social media tools in their overall marketing strategy. It will also investigate how the marketing community measures success in the new world of social media. The students will learn about the multi-disciplinary implications and how to manage a successful social media presence for an organization. Students will also learn techniques for gaining customer and consumer buy-in to achieve their marketing goals. The students will learn how to properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Advanced rigor and a global emphasis will be added to enhance the existing Social Media Marketing curriculum. This course will have an emphasis on global businesses and uses Challenge Based Learning.

8N530 GBL Sports and Entertainment Marketing (H)**0.5 credit****Gr: 10-12****GBL****R. Prerequisite:** GBL Principles of Business, Marketing, and Finance

Description: [School of Global Business, Language and Leadership course is offered only at NFHS] Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies. The students will analyze and compare sports and entertainment internationally.

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8N310 Practicum in Marketing /Extended Practicum in Marketing (R) 3 credits Gr: 11-12

8N315 Practicum in Marketing /Extended Practicum in Marketing (DC) ①

Prerequisite: 16 years of age; recommended Prerequisite: Principles of Business, Marketing, and Finance

Description: this course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in a marketing and distribution occupation. Analysis of international marketing Strategies using market trends, costs, forecasting, pricing, sourcing, distribution factors. Development of an international marketing plan. Practicum in Marketing I is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.

8N410 Practicum in Marketing II/Extended Practicum in Marketing (R) 3 credits Gr: 12

Prerequisite: Practicum in Marketing I/Extended Practicum in Marketing

Description: 3 credits, In the Practicum in Marketing II/Extended, an advanced cooperative program, students pursue the development of necessary marketing and distributive competencies for full-time employment and job advancement. Students learn in a combination classroom instruction and on-the-job training environment. Instruction focuses on accelerated topics with emphasis on management techniques. Practicum in Marketing II is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing. In the Practicum in Marketing II the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.

8D100 Principles of Business, Marketing & Finance (R) 1 credit Gr: 9-12

8D105 Principles of Business, Marketing & Finance (DC) ①

Prerequisite: None

Description: In Principles of Business, Marketing and Finance, the students will gain knowledge and skills in economics, personal finance, marketing of goods and services including advertising and product pricing and the impact of global business. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing and finance.

8N960 Retail Management 1 credit Gr: 11-12



R. Prerequisite: Principles of Business, Marketing, and Finance

Description: Retail Management focuses on the distribution and selling of products to consumers using various vending points such as chain stores, department stores, stand-alone stores, and various online markets. The course highlights the everyday mechanisms necessary to operate a successful retail establishment.

8N220 Social Media Marketing (R) 0.5 credit Gr: 10-12

R. Prerequisite: Principles of Business, Marketing, and Finance

Description: Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new

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High School Course Guide



Marketing

world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

8N230 Sports and Entertainment Marketing (R)

0.5 credit

Gr: 10-12

R. Prerequisite: Principles of Business, Marketing, and Finance

Description: Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

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