

**Curriculum Map**  
**Department: Career and Technical Education**  
**Program Name: Marketing**  
**Pathway: Marketing and Management**

**COURSE NAME: Marketing and Entrepreneurship**

**SOFTWARE: Microsoft Office**  
**Adobe Illustrator**  
**Adobe Photoshop**

AKS STRANDS	UNITS/TOPICS
<p><b>BMA-ENT-1</b> Demonstrate employability skills required by business and industry.  <b>BMA-ENT-2</b> Understand and relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance.  <b>BMA-ENT-3</b> Use and model concepts, strategies, and systems needed to interact and present effectively to others.  <b>BMA-ENT-4</b> Apply fundamental business concepts that affect business decision making.  <b>BMA-ENT-5</b> Explain and detail legal form of business ownership and the impact of government's role on business.  <b>BMA-ENT-6</b> Understand and apply the basic economic principles and concepts fundamental to entrepreneurship.  <b>BMA-ENT-7</b> Develop a marketing plan to identify, reach, and retain customers in a specific target market.  <b>BMA-ENT-8</b> Analyze financial issues relating to successful business ownership.  <b>BMA-ENT-9</b> Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business  <b>BMA-ENT-10</b> Research, develop, and present a business plan.  <b>BMA-ENT-11</b> Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees  <b>BMA-ENT-12</b> Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events projects, entrepreneurship development, and competitive events</p> <p><b>MKT-ME-1</b> Demonstrate employability skills required by business and industry.  <b>MKT-ME-2</b> Understand the concepts, processes, systems, strategies and tools needed to be a successful entrepreneur / business owner / manager.  <b>MKT-ME-3</b> Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.  <b>MKT-ME-4</b> Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.  <b>MKT-ME-5</b> Understand the concepts, processes, systems, strategies and tools needed to create a successful business venture.  <b>MKT-ME-6</b> Understand the concepts, systems, and tools needed to complete the marketing plan.  <b>MKT-ME-7</b> Understand the concepts, processes, systems, strategies and tools needed to be a successfully manage a business venture.</p>	<p><u>First Semester:</u></p> <ol style="list-style-type: none"> <li>1. Employability Skills, Goal-Setting, Technology and Communication</li> <li>2. Fundamentals of Entrepreneurship               <ol style="list-style-type: none"> <li>a. Entrepreneurship Basics</li> <li>b. Class Business</li> <li>c. Opportunity Recognition</li> </ol> </li> <li>3. Business Ownership               <ol style="list-style-type: none"> <li>a. Making Business Decisions (Marketing Information Mgmt)</li> <li>b. Launching Your Business</li> <li>c. Forms of Ownership</li> </ol> </li> <li>4. Entrepreneurship and the Economy</li> </ol> <p><u>Second Semester:</u></p> <ol style="list-style-type: none"> <li>5. Marketing Plan</li> <li>6. Financial Plan</li> <li>7. Operations</li> <li>8. Human Resources</li> <li>9. Business Plan Completion and Pitch</li> </ol>