

CTE Course Crosswalk

TAC Chapter 130. Career and Technical Education				
Subchapter N. Marketing				
2010	Credits	2017	Credits	Codes
Advertising and Sales Promotion	.5 - 1	Advertising	.5	
Fashion Marketing	.5 - 1	Fashion Marketing	.5	
Entrepreneurship	.5 - 1	Entrepreneurship	1	
Retailing and E-tailing	.5 - 1	(This course has been eliminated)		
Sports and Entertainment Marketing	.5 - 1	Sports and Entertainment Marketing	.5	
Social Media Marketing (Innovative Course)	.5 - 1	Social Media Marketing	.5	
Marketing Dynamics	2 - 3	Advanced Marketing	2	P
Practicum in Marketing Dynamics	2 - 3	Practicum in Marketing	2	
		Extended Practicum in Marketing*	1	
<p>*This course must be taken concurrently with Practicum in Marketing and may not be taken as a stand-alone course.</p> <p><u>Example: Practicum in Marketing (2 credits) + Extended Practicum in Marketing (1 credit) = 3 credits</u></p> <p>Note: A student may repeat a practicum course or practicum course + extended practicum course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.</p> <p><u>Legend:</u> P = This course has prerequisites</p>				