

KY Valid Course List

HOW TO USE THIS DOCUMENT

This document contains a listing of course descriptions and parameters along with certifications that fit the parameters for a given course. The grade range and population information listed for each course are not absolute. Please choose the course that most closely represents the students in a given course.

EXAMPLE

John Q Middle School had 5th, 6th, and 7th grade students taking a Creative Art course. This course would be linked to course number **500711: Creative Art – Comprehensive**, which shows with a recommended grade range of 6th – 12th.

The courses listed in this document are not meant to replace the course titles and course numbers already in use at the school level. Schools will link their courses on the Infinite Campus “Course Master” tab OR in the “Course” tab to courses listed in this document.

Schools may have created courses that are very unique in order to meet students’ needs. If a course does not meet the definition or content of one contained in this document, please use course number **909999: School Defined Course**, and code the correct content through the LEAD report.

CERTIFICATIONS

It is important to note that the certificates listed are the ones that fit **ALL** of the parameters for a specific course – there may be other certificates that can teach it with slightly more restrictive parameters.

It is very important to note that not all of the certificates listed under a specific course will meet the Highly Qualified Teacher standards as defined by The No Child Left Behind Act of 2001. Please refer to the Highly Qualified guidance documents located on the Education Professional Standards Board (EPSB) website at <http://www.epsb.ky.gov/nclb.asp>.

In addition to Highly Qualified considerations, please take note of the following information from **The Kentucky Core Academic Standards** with regard to middle school courses that are offered for high school credit.

High School Credit Earned in Middle School

It is expected that most students will earn these credits during their high school years. However, local school districts may offer these courses to middle level students if the following criteria are met:

- the content and the rigor of the course is the same as established in the *Kentucky Core Academic Standards*
- the students demonstrate mastery of the middle level content as specified in the *Kentucky Core Academic Standards*
- the district has criteria in place to make reasonable determination that the middle level student is capable of success in the high school course
- **the middle level course is taught by teachers with either secondary or middle level certification with appropriate content specialization**

Although middle level courses list the Provisional and Standard Elementary Certificates, Grades 1-8 as allowable under the parameters of these courses, they will not meet the above requirements for courses that are offered for high school credit.

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Please contact Robin Chandler, policy advisor for the Office of Next Generation Learners in KDE, at 502-564-2106 with any questions on content and curricula.

Please contact EPSB’s Division of Certification at 502-564-4606 with any questions on credentials or permissions.

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Marketing Education

(080000)

A program area that consist of a summary of groups of instructional programs that prepare individuals for occupations directed toward and incident to the flow of instructional and consumer goods in channels of trade, or the provision of services to consumers or users. These programs are concerned with marketing, sales, distribution, merchandising, and management.

Marketing Education - Fashion Marketing

(080100)

A group of instructional programs that prepare individuals to perform marketing function and tasks in retail establishments, wholesale establishments, and marketing firms primarily engaged in the marketing of clothing and related articles for personal wear. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

080111 - Fashion Marketing

Grade Level: 10 - 12

Credits: 1-3

Description: This course is a specialized course that provides instruction in marketing of apparel and accessories. This course is based upon the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. The instruction includes basic fashion and marketing basics, the use of design and color, promotions, visual merchandising and career opportunities. Leadership development will be provided through DECA activities and competitive events.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting

S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080115 - Special Topics, Fashion Marketing

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080132 - Fashion Marketing Management

Grade Level: 11 - 12

Credits: 1-3

Description: This course is designed as a continuation of Fashion Marketing and provides an in-depth study of merchandising techniques, fashion trends, fashion promotion, and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/serve management. Leadership development will be provided through DECA activities and competitive events.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Management/Entrepreneurship (080300)

A group of instructional programs that prepares students for the rewards and risk of business ownership. Emphasis is placed on the day-to-day management functions performed by marketing professionals. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

080310 - Entrepreneurship (Marketing)

Grade Level: 11 - 12

Credits: 1-3

Description: This course provides the opportunity to explore the rewards and risks of business ownership. Emphasis is given to the characteristics of successful entrepreneurs; planning, organizing, and beginning a business; financing and managing the enterprise; franchising opportunities; and sources of financing.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing

S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080311 - Business Management

Grade Level: 11 - 12

Credits: 1-3

Description: Describes the planning, organizing, and various theories of management, knowledge and understanding necessary in decision making, personnel selection, leadership abilities, and speech preparation.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080315 - Special Topics, Management/ Entrepreneurship

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080317 - Business Economics

Grade Level: 9 - 12

Credits: 1

Description: Describes principles and methods of business principles, economic system, costs, and market competition.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080318 - Business Economics for Interdisciplinary

Grade Level: 9 - 12

Credits: 1

Description: Describes principles and methods of business principles, economic system, costs, and market competition. This course will count for social studies credit.

Content: Business Economics for Economics Credit within Social Studies

Population: General

A20	Area Specialization: Social Studies
A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
AJSS	Adjunct Instructor For Social Studies, Grades 8-12
B102	Teaching Major: Comprehensive Business
B20	Teaching Major: Social Studies
B22	Teaching Major: Geography

B23	Teaching Major: Geography-Geology
B24	Teaching Major: History
B25	Teaching Major: Economics-Sociology
B26	Teaching Major: Sociology
B27	Teaching Major: Political Science
B28	Teaching Major: Economics
B29	Teaching Major: History-Political Science
B58	Teaching Major: Psychology
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C20	Teaching Minor: Social Studies
C22	Teaching Minor: Geography
C23	Teaching Minor: Geography-Geology
C24	Teaching Minor: History
C25	Teaching Minor: Economics-Sociology
C26	Teaching Minor: Sociology
C27	Teaching Minor: Political Science
C28	Teaching Minor: Economics
C29	Teaching Minor: History-Political Science
C58	Teaching Minor: Psychology
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CFSS	Provisional One-Year College Faculty Certificate for Teaching Social Studies, Grades 8-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
COSS	Conditional One-Year Certificate For Social Studies, Grades 8-12
CSS	Professional Certificate For College Faculty, Social Studies, Grades 8-12
CSSI	Provisional Internship Certificate For College Faculty, Social Studies, Grades 8-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
KSS	Professional Certificate For Teaching Social Studies, Grades 8 Through 12
KSSI	Provisional Internship Certificate For Teaching Social Studies, Grades 8 Through 12
KSSL	Kentucky Social Studies Limited Certificate, Grades 8-12
M102	Endorsement For Teaching Comprehensive Business, Grades 5-8
QBU	Teaching Field: Business and Marketing
QSS	Teaching Field: Social Studies
R21	Area Specialization: Social Studies Limited To Anthropology
R22	Area Specialization: Social Studies Limited To Geography
R24	Area Specialization: Social Studies Limited To History
R26	Area Specialization: Social Studies Limited To Sociology
R27	Area Specialization: Social Studies Limited To Political Science
R28	Area Specialization: Social Studies Limited To Economics
R58	Area Specialization: Social Studies Limited To Psychology
S103	Endorsement For Teaching Shorthand

S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
T8SS	Temporary Provisional Certificate For Teaching Social Studies, Grades 8-12 (Option 8)
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TESS	Temporary Certificate For Social Studies, Grades 8-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
TPSS	Temporary Provisional Certificate For Social Studies, 8-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WSS	Professional Certificate For Teaching Social Studies, Grades 8 Through 12
WSSI	Provisional Internship Certificate For Teaching Social Studies, Grades 8 Through 12
X20	Emergency Certificate For Teaching Social Studies
X60	Emergency Certificate For Teaching Business Education

080399 - Entrepreneurship (Business)

Grade Level: 11 - 12

Credits: 1, 2, 3

Description: Students explore rewards and risks of business ownership

Content: Business

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing

S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Finance (080400)

A group of instructional programs that prepare individuals to perform marketing functions and tasks in financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, security and commodity brokerages, and credit departments of business. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

080410 - Financial Services I

Grade Level: 10 - 12

Credits: 1-3

Description: This course defines basic banking terminology, develops communication skills, describes examples of credit used by consumers, business and government, and discusses relationships between retailers and financial services. Students will develop and manage a student financial center through the sponsorship of a local bank.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education

T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080411 - Advanced Finance & Credit

Grade Level: 11 - 12

Credits: 1-3

Description: Students develop an understanding of financial markets, investing institutes, and the finance and credit industry in our economic system; includes introduction to allocation of financial resources.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080415 - Special Topics, Financial Services

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080451 - Financial Services II

Grade Level: 11 - 12

Credits: 1-3

Description: This course is a continuation of Financial Services I. Students continue to learn and practice financial activities associated with the operation of a bank and other finance-related institutions in addition to assuming management and supervisory responsibilities.

Content: Marketing**Population:** General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Career Major Electives (080700)

A program that prepares individuals to teach sales and marketing operations/marketing programs at various educational levels. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

080710 - Business and Marketing Career Exploration

Grade Level: 8 - 9

Credits: 1

Description: Students are provided with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
K60	Junior High Semi-Major: Business Education
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing

S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080711 - Business and Marketing Concepts and Applications

Grade Level: 7 - 7

Credits:

Description: This course is for 7th grade students and is a 9-12 week course that incorporates fundamentals of introduction to business concepts with hands-on application of Word Processing, Spreadsheet, Graphics, Power Point design and Publisher. The student will be introduced to business terminology, practice and procedures for running a small business as well as making realistic decisions regarding their daily operations. Activities are designed to promote creativity, individuality, and encourage students to take ownership in their business enterprise. Students develop their small business through the developmental stage and progress to study marketing plans, various forms of communication, inventory control and payroll.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
ELE	Endorsement For Elementary School Classroom Teaching, Grades 1-8
K60	Junior High Semi-Major: Business Education
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
M102	Endorsement For Teaching Comprehensive Business, Grades 5-8
PEA	Provisional Elementary Certificate, Grades 1-8
PEB	Provisional Elementary Certificate, Grades 1-8
PEBF	Provisional Elementary Certificate, Grades 1-8
QBU	Teaching Field: Business and Marketing

S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
SEA	Standard Elementary Certificate, Grades 1-8
SEB	Standard Elementary Certificate, Grades 1-8
SEM	Standard Elementary Certificate, Grades 1-8
SEMF	Standard Elementary Certificate, Grades 1-8
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TES	Endorsement For Elementary And Secondary Classroom Teaching
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080712 - Business Principles and Application

Grade Level: 9 - 10

Credits: 1

Description: Describes processes of business, non-profit public and private instructions and agencies, money banking, consumer purchasing, credit, and business vocabulary.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting

S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080715 - Special Topics, Marketing

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080716 - Principles of Marketing

Grade Level: 9 - 12

Credits: 1-3

Description: This course provides a basic foundation for further study in marketing. The following concepts are discussed such as advanced marketing, marketing process control, specialized marketing, distribution economics, pricing merchandise.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080717 - Advanced Marketing/Coop

Grade Level: 11 - 12

Credits: 1-3

Description: This course is designed to enhance marketing skills developed in the marketing prerequisite course and to learn advanced marketing skills in such areas as advertising, customer service, supervision,

employer / employee relations. This course offers continued on-the- job training by participating in a coop job related to the student's career interest.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080718 - Financial Literacy for CTE Credit (Marketing)

Grade Level: 9 - 12

Credits: 1

Description: This course is designed to provide students with the knowledge and skills to manage one's financial resources effectively for lifetime financial security. Topics include economics, money in the economy, budgeting, credit, consumer rights, investments and retirement planning. A correlation to the math content in the program of studies was used in developing this course to count for a 4th math elective. Leadership development will be provided through FBLA/DECA.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080719 - Financial Literacy for Math Credit (Marketing)

Grade Level: 9 - 12

Credits: 1E

Description: This course is designed to provide students with the knowledge and skills to manage one's financial resources effectively for lifetime financial security. Topics include economics, money in the economy, budgeting, credit, consumer rights, investments and retirement planning. A correlation to the math content in the program of studies was used in developing this course to count as a 4th math elective. Leadership development will be provided through FBLA/DECA.

Content: Financial Literacy for the Math Elective Requirement

Population: General

A60	Area Specialization: Business Education
A70	Area Specialization: Mathematics-Physical Science
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
AJMA	Adjunct Instructor For Math, Grades 8-12

B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B71	Teaching Major: Mathematics
B74	Teaching Major: Computer Science And Mathematics
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
C71	Teaching Minor: Mathematics
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CFMA	Provisional One-Year College Faculty Certificate for Teaching Math, Grades 8-12
CMA	Professional Certificate For College Faculty, Mathematics, Grades 8-12
CMAI	Provisional Internship Certificate For College Faculty, Mathematics, Grades 8-12
COBU	Conditional One-Year Certificate For Business And Marketing Education, Grades 5-12
COMA	Conditional One-Year Certificate For Math, Grades 8-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
KMA	Professional Certificate For Teaching Mathematics, Grades 8 Through 12
KMAI	Provisional Internship Certificate For Teaching Mathematics, Grades 8 Through 12
KMAL	Certificate For Teaching Kentucky Math Limited, Grades 8-12
QBU	Teaching Field: Business and Marketing
QMA	Teaching Field: Mathematics
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
T8MA	Temporary Provisional Certificate For Teaching Mathematics, Grades 8-12 (Option 8)
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TEMA	Temporary Certificate For Mathematics, Grades 8-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
TPMA	Temporary Provisional Certificate For Math, Grades 8-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WMA	Professional Certificate For Teaching Mathematics, Grades 8 Through 12
WMAI	Provisional Internship Certificate For Teaching Mathematics, Grades 8 Through 12
X60	Emergency Certificate For Teaching Business Education
X71	Emergency Certificate For Teaching Mathematics

080721 - Food Marketing

Grade Level: 10 - 12

Credits: 1-3

Description: This course prepares the student for the challenging field of retail food marketing, including the marketing of food, beverages, and related products through various types of retail stores. In addition to an overview of the vast food marketing industry, including food manufacturers, food sales agents, wholesalers, distributors, and retailers, students learn the principles, concepts, and functions of marketing as they relate to a retail food store. Instruction can be enhanced through the use of a school-based enterprise (such as a Kroger Store) and its activities. Both marketing and employment skills learned will increase the chance of successful transition into the world of work. Leadership development will be provided through DECA activities and competitive events.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080772 - Math for Business and Industry for CTE credit (Marketing)

Grade Level: 9 - 12

Credits: 1

Description: Enables student to explore mathematical content for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080780 - Math for Business and Industry for credit in Math (Marketing Credit)

Grade Level: 9 - 12

Credits: 1

Description: Enables student to explore mathematical content for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations. A correlation to the math content in the Program of Studies was used in developing this course to count for the 4th math credit.

Content: Math for Business and Industry for the Math Elective Requirement

Population: General

A60	Area Specialization: Business Education
A70	Area Specialization: Mathematics-Physical Science
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
AJMA	Adjunct Instructor For Math, Grades 8-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B71	Teaching Major: Mathematics
B74	Teaching Major: Computer Science And Mathematics
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
C71	Teaching Minor: Mathematics
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CFMA	Provisional One-Year College Faculty Certificate for Teaching Math, Grades 8-12
CMA	Professional Certificate For College Faculty, Mathematics, Grades 8-12
CMAI	Provisional Internship Certificate For College Faculty, Mathematics, Grades 8-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
COMA	Conditional One-Year Certificate For Math, Grades 8-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
KMA	Professional Certificate For Teaching Mathematics, Grades 8 Through 12
KMAI	Provisional Internship Certificate For Teaching Mathematics, Grades 8 Through 12
KMAL	Certificate For Teaching Kentucky Math Limited, Grades 8-12
M102	Endorsement For Teaching Comprehensive Business, Grades 5-8
M71	Endorsement For Teaching Mathematics, Grades 5-8
QBU	Teaching Field: Business and Marketing
QMA	Teaching Field: Mathematics
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting

S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
T8MA	Temporary Provisional Certificate For Teaching Mathematics, Grades 8-12 (Option 8)
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TEMA	Temporary Certificate For Mathematics, Grades 8-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
TPMA	Temporary Provisional Certificate For Math, Grades 8-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WMA	Professional Certificate For Teaching Mathematics, Grades 8 Through 12
WMAI	Provisional Internship Certificate For Teaching Mathematics, Grades 8 Through 12
X60	Emergency Certificate For Teaching Business Education
X71	Emergency Certificate For Teaching Mathematics

080799 - Leadership Dynamics - Marketing

Grade Level: 9 - 12

Credits: 1/2 - 1

Description: This course is designed to assist students with developing skills needed to be successful leaders and responsible members of society. This student will develop personal attributes and social skills. Emphasis will be placed on interpersonal skills, team building, communication, personal development and leadership. This course will include opportunities for students to apply their knowledge.

Content: Leadership Dynamics

Population: General

Due to the large number of certificates permitted to teach this course, no certificates are listed. Please check the certificate permissions on the EPSB website to verify a teacher's permission to teach this course. (Must be a CTE certified teacher)

Marketing Education - Hospitality, Travel & Tourism (080900)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in any business enterprise primarily engaged in satisfying the desire of people to make productive or enjoyable use of leisure time.

080910 - Principles of Hospitality

Grade Level: 10 - 12

Credits: 1

Description: This course is designed for students interested in marketing careers in the hospitality industry. The instruction includes career awareness in the areas of recreation, travel/tourism, hotel/motel, and restaurant. Other topics include: general hospitality operations, customer service, leadership development, communication skills, attitude and personality development, sale techniques, and promotion. Any course not found under this career major/sub code may be found in another career major/sub code within this program area.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting

S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080911 - Travel & Tourism Marketing

Grade Level: 10 - 12

Credits: 1-3

Description: This course is designed to provide an overview of employment opportunities in the travel and tourism industry. Instruction includes career awareness, domestic travel, international travel, customer service, leadership development, communication skills, attitude and personality development, sales techniques, and promotions.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12

WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080912 - International Marketing

Grade Level: 11 - 12

Credits: 1-3

Description: This course is designed to explore the cultural, economic, political, legal, and technological environments facing international marketers in today's global economy.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

080915 - Special Topics, Hospitality, Travel & Tourism

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Sports Marketing

(081100)

A group of instructional programs that prepare individual to perform marketing and management functions and tasks in sports marketing. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

081115 - Special Topics, Sports Marketing

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12

TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081121 - Sports & Event Marketing

Grade Level: 9 - 12

Credits: 1-3

Description: This course is a specialized course that provides students with the opportunity to learn marketing principles in the field of sports and event marketing. This course is based on the business and marketing core that includes communications skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. The instruction includes target marketing and segmentation, sponsorship, and pricing as it related to the sports and event industries. Leadership development will be provided through DECA

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - E-Commerce (081300)

A group of instructional programs that prepare individuals to perform electronic marketing functions or E-Commerce. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

081310 - Internet Marketing

Grade Level: 11 - 12

Credits: 1-3

Description: This course provides an in-depth study in electronic marketing/commerce associated with the internet or sometimes called E-Commerce. Students learn how to practice good marketing principles in an "electronic" marketing place. Decision-making and problem-solving skills are involved in such units as human relations, distribution, market information management, and product/service planning. The employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through DECA.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education

T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081315 - Special Topics, E-Commerce

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Retailing / Wholesaling (081400)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in retail and wholesale establishments. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

081411 - Retail Marketing

Grade Level: 10 - 12

Credits: 1-3

Description: This course is designed to provide an overview of the marketing responsibilities employed in the retail industry. Emphasis is placed on basic marketing, purchasing, distribution, selling, display, and merchandising.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education

T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081415 - Special Topics, Retailing / Wholesaling

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081431 - Retail Marketing Management

Grade Level: 11 - 12

Credits: 1-3

Description: This course is designed to continue the business and marketing core covered in Retail Marketing. Topics of study include recruiting, hiring, training and evaluating employees, purchasing, pricing, ethics, sales management, finance, and promotion. Skills in math, human relations, communications and technical writing are reinforced in this course. Work-based learning strategies appropriate for this course are school-based enterprises, cooperative education, and internships. Leadership development will be provided through DECA.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

Marketing Education - Advertising (081500)

A group of instructional programs that describe the creation, execution, transmission, and evaluation of commercial messages concerned with the promotion and sale of products and services. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

081511 - Advertising & Promotion

Grade Level: 10 - 12

Credits: 1-3

Description: This course is designed to provide students with a realistic "hands-on" applications of techniques used in the advertising and promotion of goods and services. Students use typical media software, media equipment, while being exposed to all forms of media (print, web page, etc.), methods, budgets, and evaluations used by industry. Leadership development will be provided through DECA.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
CBU	Professional Certificate For College Faculty, Business And Marketing Education, Grades 5-12
CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
COBU	Conditional One-Year Certificate For Business And Marketing, Grades 5-12
KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12

TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081512 - Promotional Applications & Media

Grade Level: 11 - 12

Credits: 1-3

Description: This course is designed to provide students with hands-on applications, equipment and software needed in development of advertising and professional promotions for successful marketing and business operations. Students are exposed to all forms of media (print, web page, electronic, etc.) methods, budgets, and evaluations used to help promote a concept, product, service, or business. Leadership development will be provided through DECA.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
B60	Teaching Major: Business Education
B61	Teaching Major: Accounting
B62	Teaching Major: Secretarial Practice
B63	Teaching Major: Basic Business
B64	Teaching Major: General Business
B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
C61	Teaching Minor: Accounting
C62	Teaching Minor: Secretarial Practice
C64	Teaching Minor: General Business
C65	Teaching Minor: Accounting-Secretarial Practice
C66	Teaching Minor: Accounting-General Business
C67	Teaching Minor: General Business-Secretarial Practice
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CBUI	Provisional Internship Certificate For College Faculty, Business And Marketing Education, Grades 5-12
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KBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
KBUL	Certificate For Teaching Kentucky Business and Marketing Limited, Grades 5-12
QBU	Teaching Field: Business and Marketing
S103	Endorsement For Teaching Shorthand
S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education

081515 - Special Topics, Advertising

Grade Level: 9 - 12

Credits: 1

Description: Instruction related to Marketing Education but not described in above.

Content: Marketing

Population: General

A60	Area Specialization: Business Education
A75	Area Specialization: Distributive Education
AJBU	Adjunct Instructor For Business And Marketing, Grades 5-12
B102	Teaching Major: Comprehensive Business
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B65	Teaching Major: Accounting-Secretarial Practice
B66	Teaching Major: Accounting-General Business
B67	Teaching Major: General Business-Secretarial Practice
B69	Teaching Major: Secretarial Studies
B75	Teaching Major: Distributive Education
C60	Teaching Minor: Business Education
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S61	Endorsement For Teaching Accounting
S63	Endorsement For Teaching Typewriting
S68	Endorsement For Teaching Advanced Data Processing
S75	Approval For Teaching Distributive Education
T75	Endorsement For Distributive Education
TEBU	Temporary Certificate For Business And Marketing, Grades 5-12
TPBU	Temporary Provisional Certificate For Business And Marketing Education, Grades 5-12
WBU	Professional Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
WBUI	Provisional Internship Certificate For Teaching Business And Marketing Education, Grades 5 Through 12
X60	Emergency Certificate For Teaching Business Education