**K ANSAS CAREER PATHWAYS |** K ANSAS CAREER GUIDANCE HANDBOOK 2026 -2027

**BUSINESS**

MARKETING CAREER CLUSTER DESIGN

Marketing Pathway

CIP CODE: 52.1402

# INTRODUCTORY LEVEL

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| --- | --- | --- |
| **Title** | **Code** | **Credit** |
| **\***Business Essentials | 12050 | 0.5 |

TECHNICAL LEVEL

|  |  |  |
| --- | --- | --- |
| **Title** | **Code** | **Credit** |
| Business Communications | 12009 | 0.5 |
| **\***Principles of Marketing | 12164 | 1.0 |
| Sports/Entertainment Marketing | 12163 | 0.5 |
| Digital Marketing and Advertising | 35162 | 0.5 |

TECHNICAL LEVEL Optional Supportive Courses

|  |  |  |
| --- | --- | --- |
| **Title** | **Code** | **Credit** |
| Web Design | 10201 | 1.0 |
| 2D Animation | 10202 | 1.0 |
| Business Management | 12052 | 0.5 |
| Entrepreneurship | 12053 | 0.5 |
| IB Business and Management | 12059 | 1.0 |
| Accounting | 12104 | 1.0 |
| Business Economics | 12105 | 0.5 |
| Graphic Design I | 30102 | 0.5 |
| Applied Business Technology Applications | 33110 | 1.0 |
| Audio/Video Production I | 30103 | 0.5 |
| Event Planning and Management | 34052 | 0.5 |
| Foundations of Travel and Tourism | 16151 | 0.5 |
| Fashion Merchandising | 30112 | 0.5 |

# APPLICATION LEVEL

|  |  |  |
| --- | --- | --- |
| **Title** | **Code** | **Credit** |
| \*Marketing Applications | 35300 | 1.0 |
| Marketing – Workplace Experience | 12198 | 0.5/1.0 |
| Advanced Marketing Workplace Experience | 12199 | 1.0 |
| Marketing Management | 12166 | 1.0 |
| Marketing Research | 12196 | 1.0 |
| Marketing Communications | 35168 | 1.0 |

**\***Required for pathway approval.

APPROVED PATHWAY:

1. Includes a minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consist of a sequence:
   * Introductory-level course.
   * Technical-level course.
   * Application-level course.
4. Supporting documentation includes:
   * Articulation Agreement(s).
   * Certification.
   * Program Improvement Plan.
   * Program of Study.
5. Technical-level and Application-level courses receive .5 state weighted funding in an approved CTE pathway.