

Marketing Course Crosswalk		Future Possibilities		
1997	2010	4 x 4	ATC	End of Program Licensure/Certification
Marketing Yourself	Principles of Business, Marketing and Finance		X	
Entrepreneurship	Entrepreneurship		X	
Principles of Marketing	Principles of Business, Marketing and Finance		X	Certified E-Marketing Associate
Retailing	Retailing and E-tailing			Certified Salesperson, A*S*K
Advertising	Advertising and Sales Promotion			Certified E-Marketing Associate
International Marketing	Advertising and Sales Promotion			Certified E-Marketing Associate
Professional Selling	Advertising and Sales Promotion			A*S*K
Technology in Marketing	Principles of Business, Marketing and Finance		X	A*S*K
Marketing Dynamics	Practicum in Marketing Dynamics		X	A*S*K
Marketing Management	Marketing Dynamics		X	A*S*K
Fashion Marketing	Fashion Marketing			
Service Marketing	Principles of Business, Marketing and Finance		X	
Marketing Education Independent Study	Problems and Solutions			
	Sports and Entertainment Marketing			Certified Salesperson
Social Studies Recommendation	NONE			
Fourth Science Recommendation	NONE			
Fouth Mathematics Recommendation	NONE			
Innovative Courses				
E-Commerce	Innovative			Certified E-Marketing Associate
Fundamentals of E-Commerce	Innovative			
Mortgage Lending	Moved to Finance Cluster			
Principles of Real Estate	Innovative			
Visual Merchandising	Innovative			
Sports and Entertainment Marketing	Sports and Entertainment Marketing			
Sports Entertainment and Marketing Management	Innovative			