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| **Erie High School** | | **Marketing Curriculum Map**  **CIP Code # 52.1801** | | **Industry Standards**  **Microsoft**  **OSHA**  **NRFF**  **AHLEI**  **A\*S\*K Business Institute** |
| **Level I** | **1st Quarter**  Marketing Concept  The Importance of Marketing  Marketing Mix  *Microsoft Office Word Certification* | **2nd Quarter**  Market Segmentation  Communications in the Workplace  Writing for Business  Promotion  Displays | **3rd Quarter**  Retail Math  Pricing Math  *Microsoft Office Excel Certification*  Inventory Set-up  Trade Show | **4th Quarter**  Steps of Sales  Advertising Equipment Training  Market Research: Local |
| **Level II** | **1st Quarter**    Fundamentals of Marketing  Target Market  *Microsoft Office Outlook Certification*  Advertising Equipment Re-training | **2nd Quarter**  Introduction to Marketing Plan  Point of Sales System  Basic Inventory Control  Resume Writing | **3rd Quarter**  Promotional Mix  Types of Promotion  Trade Show  *Microsoft Office OneDrive Certification* | **4th Quarter**  Sales  Distribution  Pricing Strategies  Market Research: Regional & National  *OSHA Certification* |
| **Level III** | **1st Quarter**  Channel of Distribution  Stock Handling  Managing Inventory Control  *National Retail Federation Foundation* (*NRFF) Certification* | **2nd Quarter**  Writing a Marketing Plan  *National Professional Certification in Customer Service*  Product & Service Management | **3rd Quarter**  Employability & Career Development - Level I  Economics  Trade Show | **4th Quarter**  Entrepreneurship  Finance  Market Research: International & Global  NOCTI Prep I |
| **Level IV** | **1st Quarter**  NOCTI Prep I, Continued  *A\*S\*K Fundamentals of Marketing Certification*  Employability & Career Development – Level II  Student Store Management | **2nd Quarter**  NOCTI Prep II  Business & Society  Non-Profit Research  Portfolio | **3rd Quarter**  NOCTI Prep III  *Advanced Customer Service and Sales Certification*  Market Research (Senior Projects)  Trade Show | **4th Quarter**  NOCTI Prep IV  *NOCTI Testing and Certification*  *Certified Rooms Division Specialist Certification (Hotel & Lodging Association)*  Public Speaking |