2026 – 2027

PROGRAM GUIDE

MARKETING AND SALES CLUSTER

AND BUSINESS MIDDLE SCHOOL

ALABAMA STATE DEPARTMENT OF EDUCATION
CAREER AND TECHNICAL EDUCATION
DR. DEANA GOODWINE, EDUCATION ADMINISTRATOR
JULIE CROCKETT, EDUCATION SPECIALIST, MARKETING AND SALES
SIMONE GODFREY, ADMINISTRATIVE ASSISTANT
(334) 694-4964

Marketing and Sales Cluster Program Guide

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This cluster prepares high school students for careers in the field of marketing. Rigorous instruction is provided to equip learners with knowledge and skills for college and career readiness.

**Courses highlighted in yellow are shared with other clusters. See "Shared Courses" table on page 5 for additional details.

Career Pathway Program	**Marketing Program** **(Must teach three courses from this program list within two years.)** This program is for students who are interested in pursuing careers in marketing. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Professional – Dreamweaver • Adobe Certified Professional – Illustrator • Adobe Certified Professional – InDesign • Adobe Certified Professional – Photoshop • Adobe Certified Professional – Premiere Pro • ASK Institute – Concepts of Business Management • ASK Institute – Concepts of Entrepreneurship • ASK Institute – Fundamental Business Concepts • ASK Institute – Fundamental Marketing Concepts • Certiport – Entrepreneurship and Small Business (must hold concentrator status) • IC3 Global Standard 6 (or higher) – Three Exams Required • Meta Certified Digital Marketing Associate • Microsoft Office – Access Expert 2019/O365 • Microsoft Office – Excel Expert 2019/O365 • Microsoft Office – Word Expert 2019/O365 • Microsoft Office Specialist (MOS) – Excel Associate 2019/O365 • Microsoft Office Specialist (MOS) – Word Associate 2019/O365 • Microsoft Office Specialist (MOS) – Associate 2019/O365 (Both Areas are REQUIRED): – Outlook Associate – PowerPoint Associate • National Retail Federation – National Professional Certification in Customer Service and Sales • Stukent Social Media Marketing • Skills for Success – Customer Service • Skills for Success – Mastering the Customer Experience	• Advertising and Promotions Manager • Entrepreneur • Franchisee • Market Research Analysts & Marketing Specialists • Marketing Managers • Merchandise Displayers & Window Trimmers • Property, Real Estate, & Community Association Managers • Public Relations Specialists • Real Estate Sales Agents • Retail Salespersons • Sales Managers • Sales Representatives • Sales Representatives of Services • Sales Representatives, Wholesale & Manufacturing • Social Media Manager
12061E1000	AP Business with Personal Finance***		
12009G1001	Business Communications		
12059E10HL	Business Management, HL, IB		
12059E10SL	Business Management, SL, IB		
10005G1001	Business Software Applications I		
12197G1003	Career Pathway Project in Marketing		
22998G1014	Cooperative Education		
12197G1002	CTE Lab in Marketing		
12162G1001	Digital Marketing		
12053G1000	Entrepreneurship		
12051G1000	Foundations of Business Leadership		
12159G1001	Hospitality Management and Marketing		
12164G1001	Marketing Principles		
12002G1003	Project Management		
12161G1001	Retail and Fashion Marketing		
12163G1003	Sports and Entertainment Marketing		
12198G1050	Internship in Marketing		
	*** **NOTE:** Mandatory Advanced Placement **(**AP**)** training required for instructors prior to teaching AP courses.		

Career Pathway Program	Professional Sales Program **(Must teach three courses from this program list within two years.)** This program is for students who are interested in pursuing careers in professional sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Professional – Dreamweaver • Adobe Certified Professional – Illustrator • Adobe Certified Professional – InDesign • Adobe Certified Professional – Photoshop • Adobe Certified Professional – Premiere Pro • ASK Institute – Concepts of Business Management • ASK Institute – Concepts of Entrepreneurship • ASK Institute – Fundamental Business Concepts • ASK Institute – Fundamental Marketing Concepts • Certiport – Entrepreneurship and Small Business (must hold concentrator status) • Certiport Information Technology Specialist (ITS) Databases • IC3 Global Standard 6 (or higher) Three Exams Required • Meta Certified Digital Marketing Associate • Microsoft Office – Access Expert 2019/O365 • Microsoft Office – Excel Expert 2019/O365 • Microsoft Office – Word Expert 2019/O365 • Microsoft Office Specialist (MOS) – Excel Associate 2019/O365 • Microsoft Office Specialist (MOS) – Word Associate (2019/O365 • Microsoft Office Specialist (MOS) – Associate 2019/O365 (Both Areas are REQUIRED): – Outlook Associate – PowerPoint Associate • National Retail Federation – National Professional Certification in Customer Service and Sales • QuantHub – Applied Data Skills • Stukent Social Media Marketing • Skills for Success – Customer Service • Skills for Success – Mastering the Customer Experience	• Advertising and Promotions Manager • Entrepreneur • Franchisee • Market Research Analysts & Marketing Specialists • Marketing Managers • Merchandise Displayers & Window Trimmers • Property, Real Estate, & Community Association Managers • Public Relations Specialists • Real Estate Sales Agents • Retail Salespersons • Sales Managers • Sales Representatives • Sales Representatives of Services • Sales Representatives, Wholesale & Manufacturing • Social Media Manager
12061E1000	AP Business with Personal Finance***		
12009G1001	Business Communications		
12059E10HL	Business Management, HL, IB		
12059E10SL	Business Management, SL, IB		
10005G1001	Business Software Applications I		
12197G1003	Career Pathway Project in Marketing		
22998G1014	Cooperative Education		
12197G1002	CTE Lab in Marketing		
12166G1002	Customer Service and Sales		
10052G1001	Data Analytics		
12162G1001	Digital Marketing		
12053G1000	Entrepreneurship		
12051G1000	Foundations of Business Leadership		
12159G1001	Hospitality Management and Marketing		
12164G1001	Marketing Principles		
12161G1001	Retail and Fashion Marketing		
12198G1050	Internship in Marketing		
	*** **NOTE:** Mandatory Advanced Placement **(**AP**)** training required for instructors prior to teaching AP courses.		

Career Pathway Program	Real Estate Sales Program **(Must teach three courses from this program list within two years.)** This program is for students who are interested in pursuing careers in real estate sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in real estate to become familiar with topics including financing, contracts, sales, marketing, customer service, telecommunications, research, and media.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12166G1001	Advertising and Sales	• Adobe Certified Professional – Dreamweaver • Adobe Certified Professional – Illustrator • Adobe Certified Professional – InDesign • Adobe Certified Professional – Photoshop • Adobe Certified Professional – Premiere Pro • ASK Institute – Concepts of Business Management • ASK Institute – Concepts of Entrepreneurship • ASK Institute – Fundamental Business Concepts • ASK Institute – Fundamental Marketing Concepts • Certiport – Entrepreneurship and Small Business (must hold concentrator status) • Meta Certified Digital Marketing Associate • Microsoft Office – Access Expert 2019/O365 • Microsoft Office – Excel Expert 2019/O365 • Microsoft Office – Word Expert 2019/O365 • Microsoft Office Specialist (MOS) – Excel Associate 2019/O365 • Microsoft Office Specialist (MOS) – Word Associate 2019/O365 • Microsoft Office Specialist (MOS) – Associate 2019/O365 (Both Areas are REQUIRED): – Outlook Associate – PowerPoint Associate • National Retail Federation – National Professional Certification in Customer Service and Sales • Stukent Social Media Marketing • Skills for Success – Customer Service • Skills for Success – Mastering the Customer Experience	• Advertising and Promotions Manager • Entrepreneur • Franchisee • Market Research Analysts & Marketing Specialists • Marketing Managers • Merchandise Displayers & Window Trimmers • Property, Real Estate, & Community Association Managers • Public Relations Specialists • Real Estate Sales Agents • Retail Salespersons • Sales Managers • Sales Representatives • Sales Representatives of Services • Sales Representatives, Wholesale & Manufacturing • Social Media Manager
12061E1000	AP Business with Personal Finance***		
12009G1001	Business Communications		
12059E10HL	Business Management, HL, IB		
12059E10SL	Business Management, SL, IB		
10005G1001	Business Software Applications I		
12154G1023	Buying and Selling Real Estate		
12197G1003	Career Pathway Project in Marketing		
22998G1014	Cooperative Education		
12197G1002	CTE Lab in Marketing		
12162G1001	Digital Marketing		
12053G1000	Entrepreneurship		
12051G1000	Foundations of Business Leadership		
12154G1013	Introduction to Real Estate Sales		
12164G1001	Marketing Principles		
12198G1050	Internship in Marketing		
	*** **NOTE:** Mandatory Advanced Placement **(**AP**)** training required for instructors prior to teaching AP courses.		

Marketing and Sales Cluster Program Guide
2026 – 2027 Subject and Personnel Codes
Marketing Cluster and Middle School Program

Marketing Cluster Courses			
Course Number	**Course Name**	**Course Number**	**Course Name**
12166G1001	Advertising and Sales	12166G1002	Customer Service and Sales
12061E1000	AP Business with Personal Finance***	10052G1001	Data Analytics
12009G0501	Business Communications – ½ credit	12162G1001	Digital Marketing
12009G1001	Business Communications	12053G1000	Entrepreneurship
12059E10HL	Business Management, HL, IB	12051G1000	Foundations of Business Leadership
12059E10SL	Business Management, SL, IB	12159G1001	Hospitality Management & Marketing
10005G1001	Business Software Applications I	12154G1013	Introduction to Real Estate Sales
12154G1023	Buying and Selling Real Estate	12164G1001	Marketing Principles
12197G1003	Career Pathway Project in Marketing	12002G1003	Project Management
22998G1014	Cooperative Education	12161G1001	Retail and Fashion Marketing
12197G1002	CTE Lab in Marketing	12163G1003	Sports and Entertainment Marketing
12166G0501	Customer Service and Sales – ½ credit	12198G1050	Internship in Marketing
*** **NOTE:** Mandatory Advanced Placement **(**AP**)** training required for instructors prior to teaching AP courses.			

Middle School Program Courses	
Course Number	**Course Name**
12001G0808	Business Skills Development
22151G0608	Career Explorations
22153G0512	Career Preparedness - A
10012G0608	Computer Science Discoveries*
11153G0808	Digital Media Skills Development
11153G0608	Digital Technology
12053G0808	Entrepreneurship & Financial Skills Development
12001G0607	Exploring Business Management and Administration, Finance, & Marketing Career Clusters
12001G0888	Introduction to Business Management and Administration, Finance, & Marketing Career Clusters
10152G0808	Introduction to Programming
***NOTE**: Instructor must complete high quality professional development/training or certification to teach this course.	

Shared Courses			
Course Number	**Course Name**	**Cluster(s)**	**Required Year to Implement COS**
12061E1000	AP Business with Personal Finance	Financial Services, Management and Entrepreneurship, Agriculture, Marketing and Sales, Healthcare and Human Services	
12009G0501	Business Communications – ½ credit	Business Management and Administration Finance	2022-2023
12009G1001	Business Communications	Business Management and Administration Finance	2022-2023
10005G1001	Business Software Applications I	**Business Management and Administration** Finance	2022-2023
22998G1014	Cooperative Education	Business Management and Administration Finance	N/A
12166G0502	Customer Service and Sales – ½ credit	Business Management and Administration	2022-2023
12166G1002	Customer Service and Sales	Business Management and Administration	2022-2023
10052G1001	Data Analytics	**Business Management and Administration** Finance	2022-2023
12053G1000	Entrepreneurship	Business Management and Administration	2022-2023
12051G1000	Foundations of Business Leadership	**Business Management and Administration**	2022-2023
12159G1001	Hospitality Management and Marketing	Business Management and Administration	2022-2023
12002G1003	Project Management	**Business Management and Administration** Finance	2022-2023

General Note: Course descriptions and content standards for most courses are located on the Alabama Department of Education website at: Alabama CTE - CTE Course of Study - Alabama State Department of Education.

College and Career Readiness Indicator Course Matrix

Program Name	Marketing	Professional Sales	Real Estate Sales
Foundation Course(s)	Business Software Application I Business Communications Foundations of Business Leadership	Business Software Application I Business Communications Foundations of Business Leadership	Business Software Application I Business Communications Foundations of Business Leadership
Concentrator Course(s)	AP Business with Personal Finance Business Management, HL, IB Business Management, SL, IB Digital Marketing Entrepreneurship Hospitality Management and Marketing Marketing Principles Project Management Retail and Fashion Marketing Sports and Entertainment Marketing	AP Business with Personal Finance Advertising and Sales Business Management, HL, IB Business Management, SL, IB Customer Service and Sales Data Analytics, Digital Marketing Entrepreneurship Marketing Principles	AP Business with Personal Finance Advertising and Sales Business Management, HL, IB Business Management, SL, IB Buying and Selling Real Estate Digital Marketing Entrepreneurship Introduction to Real Estate Sales Marketing Principles
Capstone Course(s)	Career Pathway Project in Marketing Cooperative Education CTE Lab in Marketing Internship in Marketing	Career Pathway Project in Marketing Cooperative Education CTE Lab in Marketing Internship in Marketing	Career Pathway Project in Marketing Cooperative Education CTE Lab in Marketing Internship in Marketing

To meet the CCR Indicator as a CTE completer, a student must earn three (3.0) credits with the grade of a "C" or higher in CTE courses that are part of an approved CTE program of study. Additional requirements are outlined in Memorandum **FY25-2048.**

This matrix is intended for general guidance on the CCR completer status and is subject to change. For all CTE programming information, please refer to the CTE Cluster specific Program Guide. It contains a list of approved CTE programs, valid course numbers, approved Career Readiness Indicators (CRIs), and in demand occupations.

***Courses are listed in alphabetical order, not in sequential order.**