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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 ConceptThe Importance of MarketingMarketing Mix*Microsoft Office Word Certification* | **2nd Quarter**Market SegmentationCommunications in the WorkplaceWriting for BusinessPromotionDisplays | **3rd Quarter**Retail MathPricing Math*Microsoft Office Excel Certification*Inventory Set-upTrade Show | **4th Quarter**Steps of SalesAdvertising Equipment TrainingMarket Research: Local |
| **Level II** | **1st Quarter** Fundamentals of MarketingTarget Market*Microsoft Office Outlook Certification*Advertising Equipment Re-training | **2nd Quarter**Introduction to Marketing PlanPoint of Sales SystemBasic Inventory ControlResume Writing  | **3rd Quarter**Promotional MixTypes of PromotionTrade Show*Microsoft Office OneDrive Certification* | **4th Quarter**SalesDistributionPricing StrategiesMarket Research: Regional & National*OSHA Certification* |
| **Level III** | **1st Quarter**Channel of DistributionStock HandlingManaging 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 IEconomicsTrade Show | **4th Quarter**EntrepreneurshipFinanceMarket Research: International & GlobalNOCTI Prep I |
| **Level IV** | **1st Quarter**NOCTI Prep I, Continued*A\*S\*K Fundamentals of Marketing Certification*Employability & Career Development – Level IIStudent Store Management | **2nd Quarter**NOCTI Prep IIBusiness & SocietyNon-Profit ResearchPortfolio  | **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 |