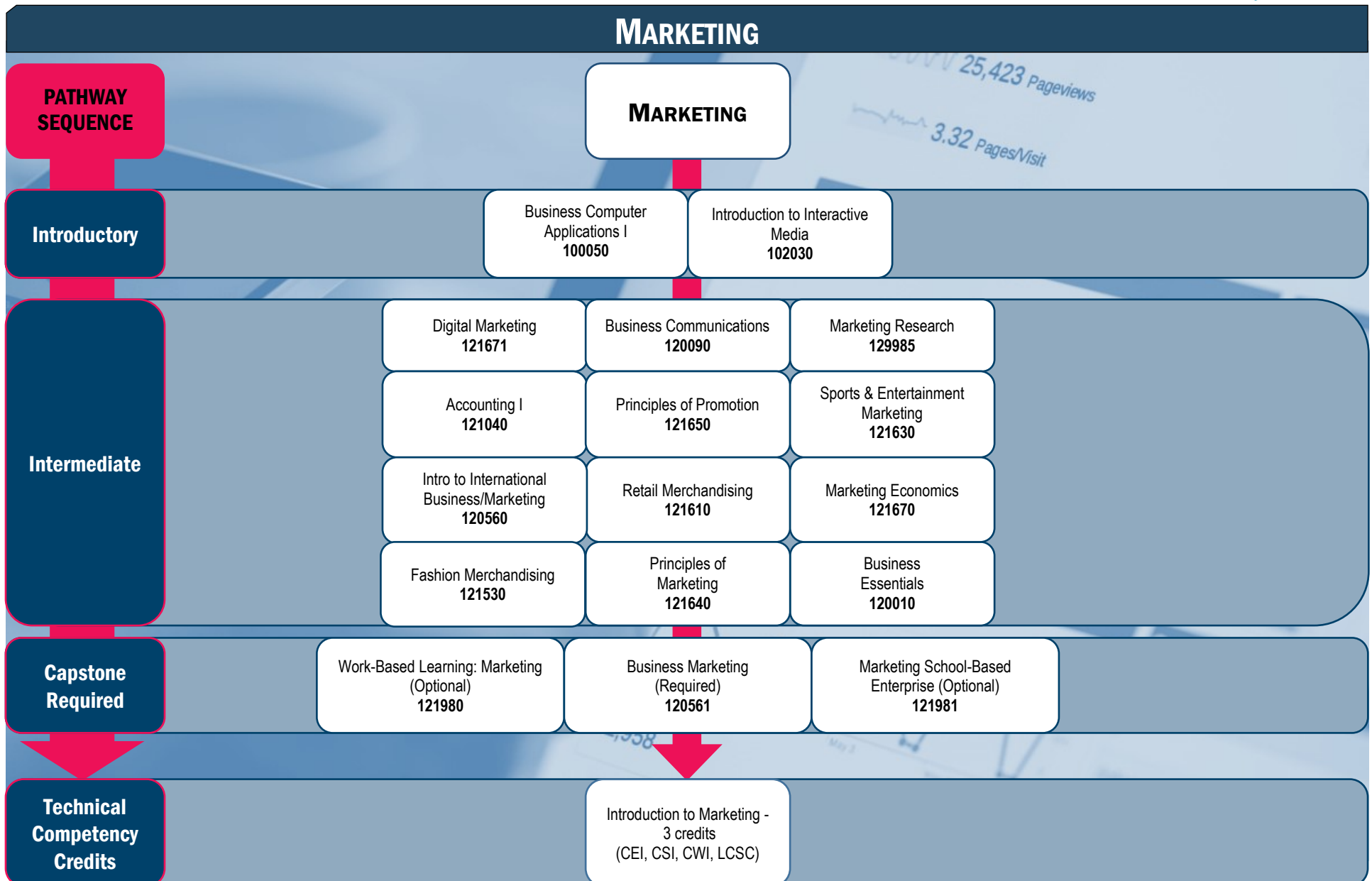


# Idaho Business & Marketing

## Marketing Secondary Pathway Sequence



# PATHWAY RESOURCES – MARKETING

## Program Requirements

### Approved Assessments

Marketing  
CTECS-Marketing

## Program Standards

[Marketing](#)

## Endorsements for Pathway

1010 Marketing (6-12)  
1087 Hospitality Management (6-12)  
4015 Business Management/Finance (6-12)  
4017 Business Management (6-12)  
9092 Marketing Technology Education (6-12)  
9093 Business Technology Education (6-12)

## Advanced Opportunities

Entrepreneurship & Small Business (ESB)



A.S.K. Fundamentals of Marketing  
A.S.K. Concepts of Entrepreneurship & Management



## SkillStack® Badges

### Marketing

TCC-Introduction to Marketing Course: 3 Credits

Marketing Mix  
Ethics  
Business Environment  
Market Planning & Development



## Career and Technical Student Organizations

### DECA

Website <https://www.idahodeca.org/>



**Mission** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**CTSO State Advisor** Shauna Williams 208.429.5506

**CTSO Manager** Brandi Hawkins 208.429.5533

### Business Professionals of America (BPA)

Website <http://www.idahobpa.org>



**Mission** To contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

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**CTSO Manager** Daniel Kelly 208.429.5525