ABSTRACT
        A project was conducted to develop two tech prep
models for marketing education (ME) in Missouri to provide a sequence
of courses for skill-enhanced and time-shortened programs. First,
labor market trends, employment growth projections, and business and
industry labor needs in Missouri were researched and analyzed. The
analysis results were used to develop two models for community
college associate degree programs in ME with an emphasis on
hospitality management. Both models include training in marketing
information management systems and marketing management, as well as
hospitality management training with a lodging, restaurant, or travel
emphasis. The skill-enhanced program model was designed to enable
secondary students interested in pursuing postsecondary education to
acquire additional competencies and advanced skills sought by
employers in hospitality management graduates. The time-shortened
program model was designed to provide secondary students with up to
18 hours of dual credit in appropriate vocational courses to fulfill
community college associate degree requirements. (Included in this
document are a project overview, Missouri labor market analysis
results, an ME tech prep program rationale, the skill-enhanced and
time-shortened ME tech prep program models, Contains 10 references.)
(MN)

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# Tech Prep Model For Marketing Education
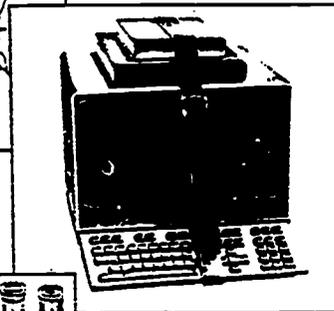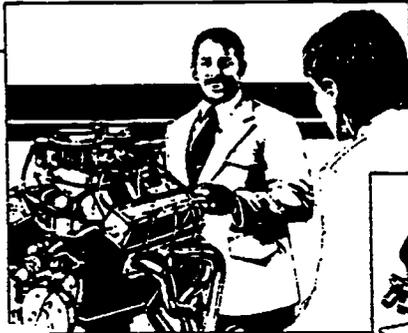
Missouri Department of Elementary and Secondary Education
Division of Vocational and Adult Education
Marketing and Cooperative Education Section

University of Missouri-Columbia
Department of Practical Arts and Vocational-Technical Education
Marketing Education Program
1994

# TECH PREP MODEL FOR MARKETING EDUCATION

Project Number: 94-133-110-9

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## OVERVIEW OF PROJECT

Tech Prep is a carefully designed curriculum that engages a high school student in a four-year (2+2) or six-year (4+2) plan to gain the competencies (knowledge, skills, and values) required for technical careers. Tech Prep rests on a foundation of applied academics, courses that incorporate real-life applications and hands-on experience into the teaching of academic and vocational subjects. Secondary and postsecondary marketing education teachers played an important role in the development of the Missouri's Marketing Education Tech Prep models.

The development of the Tech Prep models for marketing education provides a program which is designed to enable students to continue at the postsecondary level, obtain immediate employment, or enroll in a four-year degree program with maximum credit transfer. Secondary marketing education teachers will see Tech Prep models as a means to help their students enter mid-level professional and technical occupations. Postsecondary teachers will see the Tech Prep program as an asset to their individual occupational programs and as a method to enroll qualified students in their upper-level courses.

Tech Prep programs provide students with a nonduplicative sequence of courses from the secondary to postsecondary level. Successful Tech Prep programs enhance the level of high school academic courses and increase student motivation to learn academic concepts. In addition, Tech Prep programs improve the high school graduation (completion) rates and provide an increase in numbers of qualified workers for the local workforce.

The objective of this project was to develop two Tech Prep models for marketing education that provides a sequence of courses for skill enhanced programs and time shortened programs. The models were developed for associate degree programs for community colleges in Missouri based upon labor market trends, employment growth projections, and business and industry labor needs. These program models are what Missouri's community colleges marketing degree programs could look like.

The skill enhanced program model serves secondary students who are interested in pursuing postsecondary education. This model eliminates duplicate materials from the curriculum. This model allows students to acquire additional competencies and advanced skills employers are seeking in graduates. The time shortened program model serves secondary students in providing dual credit in appropriate vocational courses to fulfill community college associate degree requirements. A student completing marketing education courses at the secondary level could apply up to 18 credit hours to a marketing associate degree at the community college. Thus, completing the degree program in less than four semesters.

# TECH PREP: A CONCEPT OF EDUCATIONAL REFORM

Educational reform initiatives throughout this nation are aimed at providing continuity of learning and quality educational opportunities for all students. Tech Prep is a significant element of this movement which focuses on providing meaningful academic and technical preparation for the majority of high school students who will not complete a baccalaureate degree. Tech Prep programs challenge students by providing a relevant, focused curriculum that includes math, science, language arts, and technology studies. Tech Prep is an applied approach with emphasis in vocational preparation. Tech Prep programs are designed to prepare students to live and work in a highly technological society. Changing job requirements and increased competition from abroad supports the development of Tech Prep programs to provide the 21st century workforce this nation needs to regain its competitive edge in a global economy.

The need for the efficient articulation of educational programs at both the secondary and postsecondary levels has been clearly documented by a number of factors. These factors include the growth of marketing occupations on a national level, Missouri's labor market demands, and individual student needs.

## National Marketing Occupation Employment Growth: 1992-2005

The labor market is changing rapidly. Over 20 million new jobs are projected to be added to our workforce during the next 10 years. New jobs will be created, but many existing jobs will also be affected by changing technologies, new products and techniques, and foreign trade. Jobs predicted to grow the fastest tend to require education and training beyond the high school level (Farr, 1994). Larger employers remain an important part of our economy, smaller employers have become increasingly important as well.

The Bureau of Labor Statistics projects employment to increase from 121.1 million in 1992 to 147.5 million in 2005. The economy is expected to continue to generate jobs for various levels of ed. cation. In general, occupations that require a bachelor's degree or other postsecondary education or training are projected to have faster than average rates of employment growth (Silvestri, 1993). Most employment growth will occur in service-producing industries compared with occupations in the goods-producing industries.

Marketing and sales occupations ranked 24 on the list of the 50 fastest growing jobs. These jobs included marketing, advertising, and public relations managers with a 47% growth projected. Total employed in 1990 was 427,000. Ranked 28 was hotel managers and assistants with a 44% growth projected. Estimated total ernployment in 1990 was 102,000 employed in these occupations. Among the major occupation groups, the number of jobs for marketing and sales personnel is expected to grow about as fast as total employment. Employment in marketing and sales in 1992 was 12,993 jobs. According to Silvestri (1993), in 2005, the number of marketing and sales jobs is projected at 15,664 which is a 21% change (see Table 1). Significant growth (approximately 401,000 jobs) is also expected in wholesale and retail trade and 390,000 jobs are expected in finance, insurance and real estate. Marketing and sales personnel in the service industry, finance, insurance, and real estate are expected to grow through the year 2005. This increase in funds available for investment is due to economic growth, rising personal incomes, and greater inherited wealth. Service occupations are expected to increase their share of total employment from 16.0% to 17.5%. In addition, retail trade, with increased number of food preparation and service workers, is projected to add another 2 million jobs for service occupations.

Occupation changes are expected to be affected by continued technological change and further development in office automation. Occupations that involve a great deal of contact with people are projected to have average or higher-than-average rates of growth. These occupations include hotel desk clerks and information clerks.

Travel agents are projected to be the fastest marketing related occupation through the year 2005. A 66% increase from 115,000 in 1992 to 191,000 in 2005 is projected (see Table 2). This occupation is expected to benefit from continued projected increases in personal and business travel. Constantly changing air fares and schedules, a proliferation of vacation packages, and business/pleasure trip combinations make travel planning frustrating and time consuming. Travel expenses are expected to increase significantly through the year 2005.

**Table 1. Marketing employment by occupation, actual 1992 and projected to 2005.**
(Numbers in thousands)

| Occupation | Total Employment | | | |
|---|---|---|---|---|
| | 1992 | Projected, 2005 | | |
| | | Low | Moderate | High |
| Managerial & administrative occupations | 8,411 | 9,847 | 10,427 | 10,982 |
| Financial managers | 701 | 828 | 875 | 917 |
| Food service and lodging managers | 532 | 732 | 764 | 787 |
| Marketing, advertising, & public relations managers | 432 | 548 | 588 | 616 |
| Personnel, training & labor relations managers | 193 | 226 | 241 | 251 |
| Property & real estate managers | 243 | 317 | 328 | 347 |
| Purchasing managers | 221 | 234 | 252 | 266 |
| Management support occupations | 3,654 | 4,484 | 4,767 | 4,995 |
| Claims examiners, property & casualty insurance | 33 | 39 | 42 | 42 |
| Wholesale & retail buyers, except farm products | 180 | 190 | 204 | 216 |
| Marketing and sales occupations | 12,993 | 14,659 | 15,664 | 16,336 |
| Cashiers | 2,747 | 3,201 | 3,417 | 3,520 |
| Counter & rental clerks | 242 | 314 | 331 | 341 |
| Insurance sales workers | 415 | 451 | 477 | 487 |

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Table 1. Marketing employment by occupation, actual 1992 and projected to 2005.
(Numbers in thousands) (continued)

| Occupation | Total Employment | | | |
|---|---|---|---|---|
| | 1992 | Projected, 2005 | | |
| | | Low | Moderate | High |
| Marketing & Sales worker supervisors | 2,036 | 2,303 | 2,443 | 2,565 |
| Real estate agents, brokers & apprs | 397 | 446 | 461 | 490 |
| Brokers, real estate | 69 | 80 | 83 | 88 |
| Real estate appraisers | 45 | 60 | 63 | 66 |
| Sales agents, real estate | 283 | 305 | 315 | 337 |
| Salespersons, retail | 3,660 | 4,137 | 4,446 | 4,611 |
| Securities & financial services salesworkers | 200 | 250 | 265 | 270 |
| Travel agents | 115 | 167 | 193 | 196 |
| All other sales & related workers | 3,181 | 3,390 | 3,634 | 3,855 |
| Information clerks | 1,333 | 1,665 | 1,762 | 1,810 |
| Hotel desk clerks | 122 | 167 | 172 | 178 |
| Reservation & transportation ticket agents & travel clerks | 131 | 149 | 171 | 176 |
| Material recording, scheduling, dispatching, & distributing occupations | 3,588 | 3,734 | 4,043 | 4,258 |
| Order fillers, wholesale & retail sales | 187 | 200 | 216 | 232 |
| Stock clerks | 1,782 | 1,801 | 1,940 | 2,024 |
| Traffic, shipping & receiving clerks | 824 | 889 | 971 | 1,034 |
| Weighers, measurers, checkers, & samplers, recordkeeping | 46 | 50 | 54 | 57 |
| Personal service occupations | 2,295 | 3,668 | 3,804 | 3,913 |
| Amusement & recreation attendants | 207 | 294 | 303 | 309 |
| Baggage porters & bellhops | 34 | 47 | 50 | 52 |
| Flight attendants | 93 | 121 | 140 | 144 |

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Table 2. Occupations with the largest job growth, 1992-2005.
    (Numbers in thousands)

| Occupation | Employment 1992 | Employment 2005 | Percent Change |
|---|---|---|---|
| Travel Agents | 115 | 191 | 66 |
| Waiters, waitresses | 1,756 | 2,394 | 36 |
| Cashiers | 2,747 | 3,417 | 24 |
| Salesperson, retail | 3,660 | 4,446 | 21 |
| Supervisors, Sales & Marketing | 2,036 | 2,443 | 20 |

Missouri Labor Market Demands: 1992-2000

As Missouri's economy grows and diversifies, more emphasis is being placed on education and training systems. The future workforce of Missouri must have the opportunity to achieve their highest potential for the state's economy to function at its highest level. Business and industry leaders continue to emphasize the extreme importance of assuring that the workforce possesses basic skills including communication, computation, interpersonal, problem solving, and learning skills. In addition, the transformation of many industries by the introduction of new technologies has dramatically increased the demand for workers with proficiency in a variety of technical areas.

Emerging occupations will dramatically increase proficiency in technical areas that will require training at the technical and community college levels. Training for these technology intensive occupations will require a solid foundation in science, mathematics, and related subjects.

The Missouri Occupational Information Coordinating Committee (MOICC, 1993) provided a data base to examine Missouri's occupational and industrial growth areas. Missouri's occupational employment in the year 2000 include: (a) production, 24.2%; (b) professional, 19.9%; (c) service, 16.6%; (d) clerical, 16.2%; (e) sales, 11.0%; (f) managerial, 7.1%; and (g) agriculture, 5.0%. High growth occupations estimated by the year 2000 are listed in Table 3. This list includes occupations projected to have a minimum of 100 job openings (growth and replacement) each year.

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**Table 3.  Missouri's high growth occupations.**

| Occupational Title | Estimated Employment in 2000 | Annual Est. Job Openings | Annual Employment % Change |
|---|---|---|---|
| Cashiers | 64,739 | 3,121 | 1.4 |
| Counter and Rental Clerks | 5,551 | 176 | 2.3 |
| Financial Services Sales Agents | 4,999 | 133 | 2.2 |
| Food Service & Lodging Managers | 12,306 | 313 | 1.5 |
| Hotel Desk Clerks | 3,805 | 122 | 2.0 |
| Insurance Sales Workers | 8,635 | 297 | 1.4 |
| Marketing, Adv., Public Rel. Mgrs. | 11,092 | 406 | 2.7 |
| Personnel, Training, Labor Rel. Mgrs. | 4,166 | 140 | 1.7 |
| Property & Real Estate Managers | 4,564 | 135 | 2.4 |
| Recreation Workers | 4,116 | 103 | 1.8 |
| Sales Agents, Business Services | 5,980 | 137 | 1.6 |

Estimated projected average openings for the year 2000 for the marketing cluster (0555) are expected to increase by 10%.  Current employment (1992) for marketing occupations is 267,211 with projected employment (2000) to be 294,356.  Marketing occupation demand, including the average number of openings by the year 2000, is provided in Table 4.

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Table 4. Missouri marketing occupation demand: 1992-2000.

| Discipline Title | Current Employ | Project Employ | Avg Growth | Avg Replac | Avg Open |
|---|---|---|---|---|---|
| Purchasing Managers | 4,442 | 4,803 | 36 | 83 | 119 |
| Marketing, Adv, Pub Rel Mgr | 4,360 | 5,546 | 119 | 85 | 203 |
| Buyers, Excluding Farm Products | 2,841 | 3,115 | 27 | 54 | 81 |
| Purchasing Agents | 3,618 | 4,052 | 44 | 60 | 104 |
| Merchandise Displayers | 660 | 728 | 7 | 8 | 15 |
| Sales, First Line Supervisor | 43,981 | 48,296 | 432 | 686 | 1,118 |
| Sales Agent, Business Services | 4,822 | 5,573 | 75 | 52 | 128 |
| Sales Agents, Advertising | 3,072 | 3,426 | 35 | 47 | 82 |
| Sales Service | 422 | 487 | 7 | 14 | 21 |
| Sales Representative | 30,164 | 32,765 | 260 | 633 | 1,040 |
| Salespersons, Retail | 72,567 | 79,814 | 725 | 2,576 | 3,301 |
| Salespersons, Parts | 72.: | 780 | 6 | 20 | 26 |
| Counter and Rental Clerks | 4,525 | 5,551 | 103 | 73 | 176 |
| Stock Clerks, Sales Floor | 22,911 | 24,901 | 199 | 761 | 960 |
| Cashiers | 30,579 | 34,959 | 438 | 1,247 | 1,685 |
| Vendors, Solicitors | 5,726 | 6,669 | 94 | 133 | 227 |
| Demonstrator/Promoters | 424 | 433 | 1 | 9 | 10 |
| Sales & Related Occupations | 4,915 | 5,401 | 48 | 107 | 155 |
| Marking Clerks | 717 | 792 | 8 | 16 | 24 |
| Stock Clerks, Stockroom/Warehouse | 16,305 | 16,546 | 24 | 341 | 365 |
| Order Fillers, Sales | 4,744 | 4,851 | 11 | 117 | 128 |
| Driver/Sales Workers | 4,449 | 4,618 | 17 | 117 | 134 |
| Cluster Total | 266,966 | 294,106 | 2,716 | 7,239 | 9,955 |

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Individual Student Needs

As students move from one educational system to another in Missouri, the question of what credits earned in one system will transfer to another becomes important. Students deserve fair treatment with regard to transfer of credit. Equally important, the state's resources should not be consumed by requiring students to repeat course work unnecessarily.

This issue is most often raised in the process of transfer from one postsecondary institution to another, but it is also particularly germane to the movement of vocational students from the high school into related vocational programs at the community or technical college. Joint efforts by both systems can reduce the inappropriate loss of credit by articulating vocational programs on a competency based mode.

## WHAT IS TECH PREP?

Tech Prep is a program of study beginning in high school and continuing through at least two years of postsecondary education or apprenticeship, with a focus on rigorous preparation in academic and technical subjects.

- The program parallels the college prep program of study and presents an alternative to the general education program.

- It prepares students for occupations which require the application of math, science and communications skills.

- Tech Prep prepares students for entry into the workplace immediately after high school. In addition, it focuses on the continuation of study which leads to a postsecondary experience of at least two years--either an associate degree, two-year certificate, or apprenticeship. It encourages students to continue formal education in baccalaureate and graduate degree programs.

- Tech Prep programs integrate academic and occupational subjects, placing emphasis on a sequential, coherent program of studies from secondary to postsecondary education.

- Articulation between high schools and community colleges or other postsecondary experiences embodies a curriculum that is designed jointly by business, labor and education, and teaches competencies without duplication or repetition.

- Advanced skills required in the postsecondary experience or associate degree in a chosen career build upon a strong foundation of academic and technical education at the secondary level.

## WHY IS TECH PREP NEEDED?

Employers are demanding high performance in the workplace, however, according to a 1991 report from the U. S. Department of Labor, "more than half of our young people leave school without the knowledge or foundation required to find and hold a job."

- Today's workplace requires a different set of skills--advanced technical skills and an ability to understand complex theories and processes in rapidly changing and emerging technologies.

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- Jobs that have a growth potential require a working knowledge of math, science, technical principles, and communication skills.

- Rigorous applied academics and technical skills permit the transfer of principles, concepts, and technologies to practical applications in a variety of technical jobs.

## WHAT ARE THE CHARACTERISTICS OF SUCCESSFUL TECH PREP PROGRAMS?

The success of any Tech Prep program will require support and commitment from the educational institutions and business community. Planning and implementing a Tech Prep program is a long-term, complex process that, if fully implemented, results in the restructuring of vocational education. Some characteristics that can help build the Tech Prep program are listed below.

- **Coherent Sequence of Courses** - Tech Prep programs require a coherent sequence of courses - in effect, a "seamless curriculum" - that spans secondary and postsecondary education without regard to barriers at each education level. This program must provide a logical, sequential series of courses that build both academic and technical foundations which lead to successful, meaningful, and productive careers. Curriculum content is non-repetitive, but rather builds upon the educational skills of students as they progress through increasingly challenging and stimulating experiences throughout their educational careers. Students are challenged to enroll in higher-level math, science, and communications courses and are provided opportunities that increase their career opportunities.

- **Parallel Program** - The Tech Prep programs run parallel to the college prep program in high schools, with a rigorous body of knowledge that relates to the workplace. Applied mathematics, science, and communications forms the strong academic base--not a "watered down" approach, but a rigorous program that challenges and raises the expectations of students, with the same academic integrity as the college prep curriculum. Tech Prep programs emphasize the integration of academic and technical content matter, providing reinforcement and application that is relevant to students.

- **Local Partnerships** - Employers, labor representatives, parents, government agencies and community organizations, working in partnership with secondary and postsecondary education, have a stake in the products of our schools. Tecn Prep programs cannot be developed and implemented without the input from these groups relative to student outcomes required for future as well as current jobs; curriculum and course content for job relevance; and participation with educators to develop and provide work-based learning experiences such as shadowing, mentoring, cooperative learning, internships, apprenticeships, etc. The development of comprehensive and collaborative relationships with these entities is critical to the success of Tech Prep.

- **Articulation** - Articulation is the process for coordinating the linking of two or more educational systems to help students make a smooth transition from one level to another without experiencing delay, duplication of courses, or loss of credit. Educators work together to design and deliver curricula that both facilitates a steady progression in formal education and encourages all students with the ability and interest to pursue the highest level of education.

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- **Career Exploration and Counseling** - Career awareness activities are essential for promoting the concepts of Tech Prep and recruiting students for the programs. A comprehensive, coordinated career counseling network throughout the educational continuum is essential to increase intelligent career choices. This effort includes familiarizing students with many different career options, providing information on requirements for success in the career, and leading students to explore their own interests and aptitudes.

- **Increased Educational Opportunities** - A basic premise of Tech Prep is that a larger number of those students in the "middle majority," those students who are in the middle two quartiles of the student population, can be motivated and challenged to succeed in their educational career and in life and work. Tech Prep programs have proven effective in reducing the dropout rates in numerous pilot sites throughout this nation. Additionally, Tech Prep programs are being designed to enhance educational and occupational options available to students of special populations--economically and educationally disadvantaged, disabled, foster children and others who are identified as having special educational needs.

- **Postsecondary Options** - Ideally, high school Tech Prep students will articulate into an associate degree or two-year certificate program at the community college, enter the workforce well prepared for an entry-level position and for further education at a later time, or enter an apprenticeship program in a technical field. Adequate preparation in a Tech Prep program may enable the student to enter a baccalaureate degree program immediately following high school graduation or upon completion of the community college experience. Tech prep programs have as a major goal the preparation of students for further education and work.

- **Secondary Curriculum** - Key to the success of Tech Prep is the development of curriculum at both levels, secondary and postsecondary. Secondary curriculum must be developed, revised or refined to implement the following components: integration of vocational and academic content, contextual learning, applied academics, career clustering, employability skills and work ethics, applied technology, critical thinking, problem solving, and cooperative learning. The development of curriculum involves collaborative efforts between secondary and postsecondary faculties, academic and occupational instructors, and input from individuals from the business and industrial communities.

- **Postsecondary Curriculum** - The curricula of postsecondary institutions can be revised to reflect increased academic standards consistent with the expectations of college courses. Students entering college from Tech Prep programs will be prepared to master advanced academic and technical courses without developmental preparation. Tech Prep programs at the postsecondary level can provide skills and knowledge necessary to meet the increasing demands of the labor market for workers that are productive, adaptable, dependable, and flexible.

- **Evaluation and Accountability** - Quality programs of Tech Prep must contain evaluative measures to determine the success of students throughout formal education and following employment. Tech Prep programs enhance the learning of students, both quantitatively and qualitatively, and increase the opportunities for students to find meaningful, successful careers. Tech Prep will be viewed as a successful educational reform initiative if measures of accountability are implemented which prove conclusively the benefits received by Tech Prep students and employers.

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Tech Prep programs, as a part of the larger educational reform movement in our nation, provide a unique approach to increasing the academic and technical preparation of students and to meet the needs for a workforce that is productive and thus competitive in the world market. With the cooperation, participation and commitment of the secondary and postsecondary institutions; business, industry, and labor; counselors; parents; and students; the Tech Prep program will provide positive changes for the education system and the American workforce.

## PRE-EMPLOYMENT SKILLS

Secondary teachers often find that as students enter advanced courses they are not academically prepared with basic skills (reading, writing, and mathematics). Thus, teachers find themselves teaching what should have been taught at an earlier grade level (i.e. freshman or sophomore) or in a previous course (i.e. English I, Algebra I). When this occurs, teachers are not able to teach all the competencies initially identified for the course.

The following list of pre-employment skills have been identified to support the basic academic skills students should have prior to enrolling in the marketing education courses. These courses include Fundamentals of Marketing, Advanced Marketing, and other specialty courses (i.e. Entrepreneurship, Sales, etc.). When students have mastered these skills, they can continue in classes to receive the advanced skills needed for careers along with building a strong foundation of academic and technical education at the secondary level.

The skills listed below where obtained from a list of career skills and reviewed by members of the Marketing Education Curriculum Team. Additional skills were listed, and the skills that were not appropriate to acquire prior to the junior year in high school were deleted. The skills are listed by employability clusters.

### Communication

Understand the intent of oral directions and instructions
Effectively communicate within a group setting
Use appropriate vocabulary/grammar
Provide clear instructions and directions to co-workers when appropriate
Develop oral presentations
Use proper listening skills
Use proper telephone skills
Interpret nonverbal behavior

### Computer

Understand computer functions
Manage input and access of data from computer
Apply keyboarding skills

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## Interpersonal

Participate cooperatively with fellow students
Participate cooperatively in team efforts
Participate cooperatively with adults outside school
Utilize suggestions about improving skills
Use initiative in getting work done
Portray pride, loyalty and overall efficiency in the business
Evaluate and improve work skills
Develop leadership skills

## Job Seeking - Career Development

Secure sources of information
Plan a career plan
Develop a letter of inquiry, resume, follow-up letter, job application form
Conduct interview with minimum errors, dresses appropriately
Secure information about future education/training

## Math

Understand importance of math
Perform basic calculations (addition, subtraction, division, multiplication)
Perform calculations in fractions, percentages, proportions/ratios
Utilize values from graphs, maps, tables, charts
Utilize nonmetric/metric measurements
Utilize formulas correctly

## Personal Economics

Evaluate products and services
Compute working hours and wages
Handle financial affairs and balance a checkbook
Handle records of income and expenses
Evaluate price-quality comparisons

## Problem Solving/Reasoning

Analyze problems and recommend solutions
Outline procedures
Secure resources
Secure information
Organize information
Utilize appropriate information to solve problems
Analyze and evaluate information

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## Reading

Understand the importance of reading in occupations
Develop vocabulary related to careers and occupations
Interpret pictures, graphs, and symbols
Secure information from reference materials
Follow intent of written directions and instructions
Interpret ideas and concepts (comprehension)

## Writing

Understand the importance of writing in occupation
Compose formal letters
Complete forms
Record messages
Develop memorandums
Understand instructions and directions
Develop reports
Develop summaries

# PROGRAM MODELS

## Tech Prep - Skill Enhanced Program

The skill enhanced program primarily serves students who are interested in pursuing postsecondary education. This model adds the concept of applied academics (integrating academic learning from math, science, and communications areas with technical education) to the advanced curriculum articulation approach. This model is highly coordinated and sophisticated in the sequencing and structure of courses provided at the various levels of education. A well constructed 2+2 (or 4+2) model will eliminate duplicate material. A skill enhanced program implies that the competencies for the courses required for an associate degree have been raised to better prepare workers for advanced career opportunities. Students who receive credit for their high school work would still go on to complete a full two-year postsecondary program.

## Tech Prep - Time Shortened Program

The time shortened program recognizes competencies gained at the high school level with dual credit (or advanced placement) in appropriate vocational programs at the postsecondary level. This model is based on joint curriculum development and assessment with teachers at the secondary and postsecondary levels.

The time shortened program is designed to help students make a smooth transition from one level of instruction to another without experiencing delays or loss of credit. This program eliminates unnecessary duplication in education experiences. Based on joint curriculum development and assessment, this program recognizes competencies gained at the high school level with dual credit in the appropriate vocational program at the postsecondary level. Time shortened program means that under an articulation agreement, high school Tech Prep students may take equivalent postsecondary courses, and after graduation enter a postsecondary institution, receive credit, and complete an existing associate degree program in less time. Typically the student can complete the degree in three semesters.

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Program Model

Tech Prep - Skill Enhanced Program

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## TECH PREP - SKILL ENHANCED PROGRAM

The skill enhanced program primarily serves students who are interested in pursuing postsecondary education. A well constructed 2+2 (or 4+2) model will eliminate duplicate materials from the curriculum. A skill enhanced program implies that the competencies for the courses required for an associate degree have been raised to better prepare workers for advanced career opportunities. Students who receive credit for their high school work would still go on to complete a full two-year postsecondary associate degree program. This type of program allows the student to have more time to acquire additional competencies and acquire the advanced skills employers are seeking in graduates.

The associate degree programs that have been developed for community colleges in Missouri were based upon labor market trends, employment growth projections, and business and industry labor needs. Skill enhanced programs are identified with an "A" code. These programs support the enrollment in high school marketing education courses and COOP. Programs recommended include:

**Hospitality Management** - prepares students for occupations in the hospitality industry with an emphasis in lodging, restaurant, or travel. The emphasis area allows the student to enroll in 12 credit hours of courses specifically related to the emphasis area. The course of study includes management theory and practice, with application to hospitality and tourism issues. A Hospitality Management Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year. In addition, students are able to select 6 credit hours of electives.

**Marketing Information Management Systems** - prepares students for careers in marketing and management with specific training utilizing technology to solve marketing and management problems. Students enroll in 9 hours of computer related courses, and are able to select 6 credit hours of electives. A Marketing Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year.

**Marketing Management** - prepares students for careers in marketing at the mid-management level in wholesale and retail businesses. A retailing emphasis is available if the student selects the elective courses Visual Merchandising and Promotion Fundamentals. An entrepreneurship emphasis is available if the student enrolls in the Government Regulation of Business, and Small Business Management elective courses. A Marketing Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year.

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## HOSPITALITY MANAGEMENT - Lodging Emphasis (A)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

### Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

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**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Lodging Emphasis

**Convention and Banquet Operations (3)** - This course exposes the student to the work involved in planning for set up, serving, and breaking down of conventions and banquets. Hands-on application will be included.

**Front Desk Procedures (3)** - This course emphasizes the crucial human and public relations responsibilities of the front office staff. Instruction includes the principles of management as well as routine procedures and front office accounting techniques.

**Hospitality Customer/Employee Relations (3)** - This course emphasizes the importance of customer and employee relations. It also stresses the importance everyone plays in the success of a hospitality operation and the benefits of paying attention to good customer/employee relations.

**Housekeeping and Preventative Maintenance (3)** - Fundamental duties of the executive housekeeper and maintenance engineer. The organization of the housekeeping department and its relationship to the other departments in the hotel.

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## Hospitality Management Elective Courses

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course. Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

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# MARKETING EDUCATION TECH PREP

Degree Program _____ Hospitality Management - Lodging Emphasis (A)

| | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CORE COURSES | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/ History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | Marketing Computer Applications | | | |
| Required Courses (24) | Career Awareness/ Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Sales Management | International Marketing | Entrepreneurship |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | Marketing of Hospitality Services | |
| Lodging Emphasis (12) | | | | | | Hosp/Customer Employee Relations | Front Desk Procedures | Housekeeping & Preventive Maintenance |
| | | | | | | | Elective | Convention and Banquet Operations |
| Internship (6) | | | | | | Hospitality Management Internship I | | Hospitality Management Internship II |

15      16      16      15      15

Total = 66

24

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## HOSPITALITY MANAGEMENT - Restaurant Emphasis (A)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

### Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed In managing a sales force. Students will participate in simulations of sales management situations.

**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Restaurant Emphasis

**Dining Room and Bar Operations (3)** - This course focuses on planning for effective, efficient and profitable dining and bar operations. Topics covered include menu planning and costing, scheduling, layout, job analysis and service.

**Food Production (3)** - Introduction to food items, basic cooking methods, and principles of food preparation, functions of food materials in cooking, techniques of using standardized recipes. Preparation of meals in a simulated restaurant kitchen. Principles of cookery applied to quantity production of foods in the bake, salad, range, fryer area.

**Food Purchasing and Marketing (3)** - Students learn the selection in procurement of quality and nutritious food; investigate the market conditions of purchasing food, and study the federal, state and local laws related to food service.

**Sanitation and Safety (3)** - Basic concepts of storage and handling of foods and materials. Safe and sanitary procedures, cleaning and handling of foods and equipment. Students develop skills in sanitation and hygiene as required by state codes.

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Hospitality Management Elective Courses

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course. Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

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## MARKETING EDUCATION TECH PREP

Degree Program ___ Hospitality Management - Restaurant Emphasis (A)

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | Marketing Computer Applications | | | |
| Required Courses (24) | Career Awareness/Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Sales Management | International Marketing | Entrepreneurship |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | Marketing of Hospitality Services | Elective |
| Restaurant Emphasis (12) Core | | | | | | | Food Purchasing & Marketing | Sanitation and Safety |
| | | | | | | | Food Production | Dining Room and Bar Operations |
| Internship (6) | | | | | | Hospitality Management Internship I | | Hospitality Management Internship II |
| | | | | | 18 | 15 | 15 | 18 |

Total = 66

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# HOSPITALITY MANAGEMENT - Travel Emphasis (A)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

## Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

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**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Travel Emphasis

**Corporate/Individual Tour Packages (3)** - This course explores the differences between the needs of corporate travel and domestic travel.

**Domestic/International Tariff and Ticketing (3)** - The student will utilize a variety of reference materials and computer systems to develop cost itineraries, compute fares and issue tickets using domestic and international airline fare computation and ticketing procedures. All legal documents would be identified as well as the procedures including the entire trip destination (hotel, car rentals, passports, emergency situations). This should include individuals as well as groups.

**Tourism Planning and Development (3)** - Initiating, planning and implementing a tourism enterprise and the organization of community resources for developing and maintaining a tourism industry.

**Travel Industry Reservation Systems (3)** - The student will study the major computer reservation systems utilized within the travel industry and use one of the systems in a simulated agency operation. Provides students with practical knowledge concerning domestic and international trade destinations. It covers the process of constructing an itinerary, locating and evaluating information regarding destinations, and understanding cultural differences between people.

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## Hospitality Management Elective Courses

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and op, ating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course. Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

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# MARKETING EDUCATION TECH PREP

Degree Program ___ Hospitality Management - Travel Emphasis (A) ___

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
|---|---|---|---|---|---|---|---|---|
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra 1 | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | Marketing Computer Applications | | | Entrepreneurship |
| Required Courses (24) | Career Awareness/Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Sales Management | International Marketing | |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | Marketing of Hospitality Services | Elective |
| Travel Emphasis (12) | | | | | | | Corporate/Individual Tour Packages | Domestic/Int'l Tariff & Ticketing |
| | | | | | | | Travel Industry Reservation Systems | Tourism Planning and Development |
| Internship (6) | | | | | | Hospitality Management Internship I | | Hospitality Management Internship II |
| | | | | | 18 | 15 | 15 | 18 |

Total = 66

# MARKETING INFORMATION MANAGEMENT SYSTEMS (A)

The identification and utilization of technology to solve marketing and management problems. Uses technology as an integral part of managing marketing information. May pursue a career in marketing, management or combination of both.

## Required Courses

**Advanced Data Processing (3)** - This is a second semester course that provides hands-on with the concepts and principle of a medium-scale computer system operations in a multi-programming and data communications environment. The student will learn to use various spreadsheet and graphics software to solve data processing problem situations. The mainframe computer is used for hands-on application.

**Business Statistics (3)** - An introduction to probability theory and statistical analysis. Covers the calculation and interpretation of basic statistical quantities.

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develop spreadsheet templates that can be used in an employment situation, use a computer Business Simulation Program to demonstrate the operation of a business, prepare detailed budgets, and develop a finalized Business and Financial Plan using a spreadsheet for managing and operating a business.

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Integrated Microcomputer System Design and Development (3)** - This course emphasizes system design and development, system controls and project management. An in-depth study of business information system emphasizing the investigation, analysis, and design phase. Various techniques will be used to serve as a basis of communication between definer of business problem and the constructor of the computer based information system. Students investigate integration of related business computer systems.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

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**Marketing Internship I (3)** - On-the-job experience in the marketing industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Marketing Internship II (3)** - This course is a continuation of Internship I.

**Marketing Research (3)** - This course provides an introduction to the principles and techniques of research applied to the solution of marketing problems. The complete research process is studied, from formulating the research design, to presentation, to the conclusions. Specific topics discussed include primary data collection, secondary data collection, design of a research instrument, sampling procedures, field investigation, and analysis and interpretation of data.

**Organizational Behavior (3)** - This course examines state-of-the-art concepts in budgeting, strategic planning, administration and development of personnel. Motivational theories and techniques are investigated. Case problems and outside management speakers allow realistic applications to and insights into current managerial philosophy and practice.

**Supervision (3)** - This course provides the first time supervisor with the practical knowledge and technical job skills required for completing tasks with and through people. It focuses on the managerial functions of planning, organizing, staffing, directing, and controlling as they apply to private and public agencies.

## Elective Courses

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Local Area Network (LAN) (3)** - The student will use and manage a local area networking system. Management issues and hardware management issues will be addressed.

**Small Business Management (3)** - Students will develop a business plan which will identify alternate methods for financing the franchising advantages and disadvantages acquisition and development of a small business.

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# MARKETING EDUCATION TECH PREP

Degree Program ___ Marketing Information Management Systems (A)

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
|---|---|---|---|---|---|---|---|---|
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical (12) | | Introduction to Computers | | Accounting I | Marketing Computer Applications | Advanced Data Processing | Computerized Accounting Systems | Integrated Micro-Computer System Design and Development |
| Required Courses (21) | Career Awareness/Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Business Statistics | Market Research | International Marketing |
| | | | | COOP | | Supervision | Organizational Behavior | Entrepreneurship |
| Elective (6) | | | | | | | Elective | Elective |
| Internship (6) | | | | | | MIMS Internship I | | MIMS Internship II |
| | | | | | 15 | 18 | 15 | 18 |

Total = 66

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## MARKETING MANAGEMENT (A)

Prepares students for careers in marketing at the mid-management level in wholesale and retail businesses. Involves determination of company marketing objectives, analysis of market opportunities, selection of target market segments and responses, and the development of marketing strategies.

### Required Courses

**Business Statistics (3)** - An introduction to probability theory and statistical analysis. Covers the calculation and interpretation of basic statistical quantities.

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing Internship I (3)** - On-the-job experience in the marketing industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Marketing Internship II (3)** - This course is a continuation of Internship I.

**Marketing Management (3)** - This course presents the marketing-management process and management of the functional areas in marketing. Emphasis is placed on the major decisions management faces in its effort to balance the objectives and resources of the organization with the needs and opportunities of the market place.

**Marketing Research (3)** - This course provides an introduction to the principles and techniques of research applied to the solution of marketing problems. The complete research process is studied, from formulating the research design, to presentation, to the conclusions. Specific topics discussed include primary data collection, secondary data collection, design of a research instrument, sampling procedures, field investigation, and analysis and interpretation of data.

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**Organizational Behavior (3)** - This course examines state-of-the-art concepts in budgeting, strategic planning, administration and development of personnel. Motivational theories and techniques are investigated. Case problems and outside management speakers allow realistic applications to and insights into current managerial philosophy and practice.

**Retail Merchandising (3)** - The key functions involved in the buying and selling of merchandise. Management techniques and skills as they apply to retailing are discussed and practiced. Students learn essential management skills of planning, decision making, organizing, staffing, leading, and controlling. Case studies are used throughout the course. Students observe buyers in action.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

**Supervision (3)** - This course provides the first time supervisor with the practical knowledge and technical job skills required for completing tasks with and through people. It focuses on the managerial functions of planning, organizing, staffing, directing, and controlling as they apply to private and public agencies.

## Elective Courses

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develop spreadsheet templates that can be used in an employment situation, use a computer Business Simulation Program to demonstrate the operation of a business, prepare detailed budgets, and develop a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively. **(Entrepreneurship Emphasis)**

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Marketing for Services and Non Profit Organizations (3)** - A variety of applications will be used to develop distinctive marketing plans for non-profit.

**New Product Development (3)** - Considers managerial decisions that are part of the identification, selection, management, and evaluation of new products and services as they impact the market trends.

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**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques. **(Retailing Emphasis)**

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses. **(Entrepreneurship Emphasis)**

**Visual Merchandising (3)** - Design and create interior and exterior merchandising displays to develop positive customer attitudes toward a store or department for the purpose of selling goods and services. **(Retailing Emphasis)**

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## MARKETING EDUCATION TECH PREP

**Degree Program** Marketing Management (A)

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
|---|---|---|---|---|---|---|---|---|
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/ History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | Marketing Computer Applications | | | |
| Required Courses (30) | Career Awareness/ Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Marketing Management | Supervision | Organizational Behavior |
| | | | | COOP | | Retail Merchandising | Sales Management | International Marketing |
| | | | | | | Business Statistics | Market Research | Entrepreneurship |
| Elective (6) | | | | | | | Elective | Elective |
| Internship (6) | | | | | | Marketing Internship I | | Marketing Internship II |
| | | | | | 15 | 18 | 15 | 18 |

Total = 66

43

44

## Program Model

## Tech Prep - Time Shortened Program

# TECH PREP - TIME SHORTENED PROGRAM

The time shortened program recognizes competencies gained at the high school level with dual credit in appropriate vocational programs at the postsecondary level. This model is based upon joint curriculum (or advanced placement) development and assessment with teachers at the secondary and postsecondary levels. The development of formal articulation agreements are completed. The articulation agreement enables high school Tech Prep students to take equivalent postsecondary courses, and after graduation enter a postsecondary institution, receive credit, and complete an existing associate degree program in less time. The articulation agreement includes the competencies that will be taught at the secondary level, equivalent to a postsecondary course.

In a time shortened Tech Prep program, requirements for the associate degree are essentially unchanged. The student completes the associate degree program in less than two years.

The associate degree programs that have been developed for community colleges in Missouri were based upon labor market trends, employment growth projections, and business and industry labor needs. Time shortened programs are identified with a "B" code. These programs support the enrollment in high school marketing education courses and COOP. Programs recommended include:

**Hospitality Management** - prepares students for occupations in the hospitality industry with an emphasis in lodging, restaurant, or travel. The emphasis area allows the student to enroll in 12 credit hours of courses specifically related to the emphasis area. The course of study includes management theory and practice, with application to hospitality and tourism issues. A Hospitality Management Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year.

**Marketing Information Management Systems** - prepares students for careers in marketing and management with specific training utilizing technology to solve marketing and management problems. Students enroll in 9 hours of computer related courses, and are able to select 6 credit hours of electives. A Marketing Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year.

**Marketing Management** - prepares students for careers in marketing at the mid-management level in wholesale and retail businesses. A retailing emphasis is available if the student selects the elective courses Visual Merchandising and Promotion Fundament ls. An entrepreneurship emphasis Is available if the student enrolls in the Government Regulation of Business, and Small Business Management elective courses. A Marketing Internship I and II are required. Students may enroll in the internship as a summer option or during the second semester of the first and second year.

Courses with an asterisk are courses that students could receive credit through an articulation agreement. The articulation agreement will outline the specific competencies required for the course. Total credit hours could be "time shortened" by 12 to 15 credit hours. This would be based upon the courses that have been articulated at the high school level and postsecondary level.

## HOSPITALITY MANAGEMENT - Lodging Emphasis (B)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

### Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Introduction to Marketing (3)** - Course explores the nature, function, and scope of modern marketing and the marketing concept. Examines the marketing mix elements and the functions of marketing.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

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**Principles of Selling (3)** - Course introduces students to the nature and scope of selling, emphasizes the fundamentals of the process and techniques of selling, describes the need for product knowledge, addresses the nature of activities that support the selling function, and presents essential activities used by professional salespeople in managing their work.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Lodging Emphasis

**Convention and Banquet Operations (3)** - This course exposes the student to the work involved in planning for set up, serving, and breaking down of conventions and banquets. Hands-on application will be included.

**Front Desk Procedures (3)** - This course emphasizes the crucial human and public relations responsibilities of the front office staff. Instruction includes the principles of management as well as routine procedures and front office accounting techniques.

**Hospitality Customer/Employee Relations (3)** - This course emphasizes the importance of customer and employee relations. It also stresses the importance everyone plays in the success of a hospitality operation and the benefits of paying attention to good customer/employee relations.

**Housekeeping and Preventative Maintenance (3)** - Fundamental duties of the executive housekeeper and maintenance engineer. The organization of the housekeeping department and its relationship to the other departments in the hotel.

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## Hospitality Management Elective Courses

**Accounting I (3)** - This course provides a practical orientation of accounting principles and procedures by examining how to set up accounts, special journals and ledgers, balance statement and payroll records.

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course. Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

## MARKETING EDUCATION TECH PREP

Degree Program ___ Hospitality Management - Lodging Emphasis (B)

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | *Marketing Computer Applications | Ethical and Legal Issues | International Marketing | *Entrepreneurship |
| Required Courses (24) | Career Awareness/ Exploration | | Marketing I | Marketing II | *Introduction to Marketing | *Principles of Selling | Marketing of Hospitality Services | Sales Management |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | | |
| Lodging Emphasis (12) | | | | | | | Front Desk Procedures | Housekeeping & Preventive Maintenance |
| | | | | | | | Hosp/Customer Employee Relations | Convention and Banquet Operations |
| Internship (6) | | | | | | *Hospitality Management Internship I | | Hospitality Management Internship II |

18   18   18   15   18   Total = 69

* articulated course

50

51

## HOSPITALITY MANAGEMENT - Restaurant Emphasis (B)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

### Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Introduction to Marketing (3)** - Course explores the nature, function, and scope of modern marketing and the marketing concept. Examines the marketing mix elements and the functions of marketing.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

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52

**Principles of Selling (3)** - Course introduces students to the nature and scope of selling, emphasizes the fundamentals of the process and techniques of selling, describes the need for product knowledge, addresses the nature of activities that support the selling function, and presents essential activities used by professional salespeople in managing their work.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Restaurant Emphasis

**Dining Room and Bar Operations (3)** - This course focuses on planning for effective, efficient and profitable dining and bar operations. Topics covered include menu planning and costing, scheduling, layout, job analysis and service.

**Food Production (3)** - Introduction to food items, basic cooking methods, and principles of food preparation, functions of food materials in cooking, techniques of using standardized recipes. Preparation of meals in a simulated restaurant kitchen. Principles of cookery applied to quantity production of foods in the bake, salad, range, fryer area.

**Food Purchasing and Marketing (3)** - Students learn the selection in procurement of quality and nutritious food; investigate the market conditions of purchasing food, and study the federal, state and local laws related to food service.

**Sanitation and Safety (3)** - Basic concepts of storage and handling of foods and materials. Safe and sanitary procedures, cleaning and handling of foods and equipment. Students develop skills in sanitation and hygiene as required by state codes.

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## Hospitality Management Elective Courses

**Accounting I (3)** - This course provides a practical orientation of accounting principles and procedures by examining how to set up accounts, special journals and ledgers, balance statement and payroll records.

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course. Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

## MARKETING EDUCATION TECH PREP

Degree Program ___Hospitality Management - Restaurant Emphasis (B)___

| CORE COURSES | High School (9-12) 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | Postsecondary (13) First Semester | Second Semester | Postsecondary (14) Third Semester | Fourth Semester |
|---|---|---|---|---|---|---|---|---|
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | *Marketing Computer Applications | Ethical and Legal Issues | International Marketing | *Entrepreneurship |
| Required Courses (24) | Career Awareness/Exploration | | Marketing I | Marketing II | *Introduction to Marketing | *Principles of Selling | Marketing of Hospitality Services | Sales Management |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | | |
| Restaurant Emphasis (12) | | | | | | | Food Purchasing & Marketing | Sanitation and Safety |
| | | | | | | | Food Production | Dining Room and Bar Operations |
| Internship (6) | | | | | | *Hospitality Management Internship I | | Hospitality Management Internship II |
| | | | | | 18 | 18 | 15 | 15 |

Total = 66

* articulated course

55    56

44

# HOSPITALITY MANAGEMENT - Travel Emphasis (B)

Prepares students for occupations in the hospitality industry including lodging, restaurant and travel. The course of study includes management theory and practice, with application to hospitality and tourism issues and successful work experience in the field. The graduate is prepared to enter the industry at a supervisory level and to perform management functions and duties.

## Required Courses

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Hospitality Management Internship I (3)** - On-the-job experience in the hospitality/tourism industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Hospitality Management Internship II (3)** - This course is a continuation of Internship I.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Hospitality Management (3)** - An introduction to hospitality management. This course serves as a foundation for the more specialized courses that follow. The first part surveys the industry, nationally and locally. The second part provides an overview of the work hospitality managers do. The importance each employee plays in the success of a hospitality operation and the benefits of paying attention to good customer and employee relations is discussed.

**Introduction to Marketing (3)** - Course explores the nature, function, and scope of modern marketing and the marketing concept. Examines the marketing mix elements and the functions of marketing.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing of Hospitality Services (3)** - The student will apply marketing, sales, promotion and advertising techniques and strategies to the various hospitality services.

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**Principles of Selling (3)** - Course introduces students to the nature and scope of selling, emphasizes the fundamentals of the process and techniques of selling, describes the need for product knowledge, addresses the nature of activities that support the selling function, and presents essential activities used by professional salespeople in managing their work.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

**World Travel Geography (3)** - This course introduces students to three main categories: Locational Geography - the distribution and relationships of people over the earth and the spatial aspects of human settlement and the use of the earth; Physical Geography - the inter-relations between human society and physical environment as a part of the study of area difference; Cultural Geography - regional framework and the analysis of specific regions.

## Travel Emphasis

**Corporate/Individual Tour Packages (3)** - This course explores the differences between the needs of corporate travel and domestic travel.

**Domestic/International Tariff and Ticketing (3)** - The student will utilize a variety of reference materials and computer systems to develop cost itineraries, compute fares and issue tickets using domestic and international airline fare computation and ticketing procedures. All legal documents would be identified as well as the procedures including the entire trip destination (hotel, car rentals, passports, emergency situations). This should include individuals as well as groups.

**Tourism Planning and Development (3)** - Initiating, planning and implementing a tourism enterprise and the organization of community resources for developing and maintaining a tourism industry.

**Travel Industry Reservation Systems (3)** - The student will study the major computer reservation systems utilized within the travel industry and use one of the systems in a simulated agency operation. Provides students with practical knowledge concerning domestic and international trade destinations. It covers the process of constructing an itinerary, locating and evaluating information regarding destinations, and understanding cultural differences between people.

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## Hospitality Management Elective Courses

**Accounting I (3)** - This course provides a practical orientation of accounting principles and procedures by examining how to set up accounts, special journals and ledgers, balance statement and payroll records.

**Computerized Accounting Applications (3)** -  This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develops spreadsheet templates that can be used in an employment situation, uses a computer Business Simulation Program to demonstrate the operation of a business, prepares detailed budgets, and develops a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response.  Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies.  Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques.

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses.  Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses.

**Supervision (3)** - The theories, methods and techniques of leadership and supervision and their application to case problems are emphasized in this course.  Problem solving, decision making, goal setting, teamwork and leadership philosophy are discussed.

# MARKETING EDUCATION TECH PREP

Degree Program ___Hospitality Management - Travel Emphasis (B)___

| | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CORE COURSES | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | *Marketing Computer Applications | Ethical and Legal Issues | | *Entrepreneurship |
| Required Courses (24) | Career Awareness/ Exploration | | Marketing I | Marketing II | *Introduction to Marketing | *Principles of Selling | International Marketing | Sales Management |
| | | | | COOP | Introduction to Hospitality Management | World Travel Geography | Marketing of Hospitality Services | |
| Travel Emphasis (12) | | | | | | | Corporate/ Individual Tour Packages | Domestic/Int'l. Tariff & Ticketing |
| | | | | | | | Travel Industry Reservation Systems | Tourism Planning and Development |
| Internship (6) | | | | | | *Hospitality Management Internship I | | Hospitality Management Internship II |
| | | | | | 18 | 18 | 15 | 18 |

Total = 69

* articulated course

# MARKETING INFORMATION MANAGEMENT SYSTEMS (B)

The identification and utilization of technology to solve marketing and management problems. Uses technology as an integral part of managing marketing information. May pursue a career in marketing, management or combination of both.

## Required Courses

**Advanced Data Processing (3)** - This is a second semester course that provides hands-on with the concepts and principle of a medium-scale computer system operations in a multi-programming and data communications environment. The student will learn to use various spreadsheet and graphics software to solve data processing problem situations. The mainframe computer is used for hands-on application.

**Business Statistics (3)** - An introduction to probability theory and statistical analysis. Covers the calculation and interpretation of basic statistical quantities.

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develop spreadsheet templates that can be used in an employment situation, use a computer Business Simulation Program to demonstrate the operation of a business, prepare detailed budgets, and develop a finalized Business and Financial Plan using a spreadsheet for managing and operating a business.

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**Integrated Microcomputer System Design and Development (3)** - This course emphasizes system design and development, system controls and project management. An in-depth study of business information system emphasizing the investigation, analysis, and design phase. Various techniques will be used to serve as a basis of communication between definer of business problem and the constructor of the computer based information system. Students investigate integration of related business computer systems.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Marketing (3)** - Course explores the nature, function, and scope of modern marketing and the marketing concept. Examines the marketing mix elements and the functions of marketing.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

49

**Marketing Internship I (3)** - On-the-job experience in the marketing industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Marketing Internship II (3)** - This course is a continuation of Internship I.

**Marketing Research (3)** - This course provides an introduction to the principles and techniques of research applied to the solution of marketing problems. The complete research process is studied, from formulating the research design, to presentation, to the conclusions. Specific topics discussed include primary data collection, secondary data collection, design of a research instrument, sampling procedures, field investigation, and analysis and interpretation of data.

**Organizational Behavior (3)** - This course examines state-of-the-art concepts in budgeting, strategic planning, administration and development of personnel. Motivational theories and techniques are investigated. Case problems and outside management speakers allow realistic applications to and insights into current managerial philosophy and practice.

**Principles of Selling (3)** - Course introduces students to the nature and scope of selling, emphasizes the fundamentals of the process and techniques of selling, describes the need for product knowledge, addresses the nature of activities that support the selling function, and presents essential activities used by professional salespeople in managing their work.

**Supervision (3)** - This course provides the first time supervisor with the practical knowledge and technical job skills required for completing tasks with and through people. It focuses on the managerial functions of planning, organizing, staffing, directing, and controlling as they apply to private and public agencies.

## Elective Courses

**Accounting I (3)** - This course provides a practical orientation of accounting principles and procedures by examining how to set up accounts, special journals and ledgers, balance statement and payroll records.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively.

**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Local Area Network (LAN) (3)** - The student will use and manage a local area networking system. Management issues and hardware management issues will be addressed.

**Small Business Management (3)** - Students will develop a business plan which will identify alternate methods for financing the franchising advantages and disadvantages acquisition and development of a small business.

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# MARKETING EDUCATION TECH PREP

Degree Program    Marketing Information Management Systems (B)

| | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
|---|---|---|---|---|---|---|---|---|
| CORE COURSES | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/ History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical (12) | | Introduction to Computers | | Accounting I | *Marketing Computer Applications | Advanced Data Processing | Computerized Accounting Systems | Integrated Micro-Computer System Design and Development |
| Required Courses (27) | Career Awareness/ Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Supervision | Organizational Behavior | International Marketing |
| | | | | COOP | *Introduction to Marketing | *Principles of Selling | Business Statistics | Market Research |
| | | | | | | | *Entrepreneurship | |
| | | | | | | | | |
| Internship (6) | | | | | | *MIMS Internship I | | MIMS Internship II |
| | | | | | 18 | 18 | 15 | 15 |

Total = 66

*articulated course

64

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# MARKETING MANAGEMENT (B)

Prepares students for careers in marketing at the mid-management level in wholesale and retail businesses. Involves determination of company marketing objectives, analysis of market opportunities, selection of target market segments and responses, and the development of marketing strategies.

## Required Courses

**Business Statistics (3)** - An introduction to probability theory and statistical analysis. Covers the calculation and interpretation of basic statistical quantities.

**Entrepreneurship (3)** - This course examines a number of factors relating to starting, acquiring and building a business enterprise. Attention is given to business appraisal and opportunities. Introduces the framework of financial and social criteria by which businesses make decisions. Emphasis will be placed on factors that contribute to starting a business.

**Ethical and Legal Issues in the Business Environment (3)** - This course deals with the introduction of legal principles together with standard business law concepts and their implications for business. Contracts, the regulatory environment, and their relationship to cultural and moral values are presented. Case studies related to business ethics and law are discussed.

**International Marketing (3)** - This course offers an analysis of the international market structure. Emphasis is given to foreign market surveys, trade promotion activities, importing and exporting problems, financial features, channels of distribution, and trade agreements.

**Introduction to Marketing (3)** - Course explores the nature, function, and scope of modern marketing and the marketing concept. Examines the marketing mix elements and the functions of marketing.

**Marketing Computer Applications (3)** - Introduces students to the use of computers in marketing applications. Students use of software to solve marketing problems. Emphasis is hands-on experience with microcomputers with the use of system development tolls such as word processing, spreadsheet, data base, windows, and DOS application programs. Students will learn how to use an inventory control software package.

**Marketing Internship I (3)** - On-the-job experience in the marketing industry. Requirements include 15 hours per week of work in the field, a learning contract designed to maximize professional growth, seminar participation, and leadership.

**Marketing Internship II (3)** - This course is a continuation of Internship I.

**Marketing Management (3)** - This course presents the marketing-management process and management of the functional areas in marketing. Emphasis is placed on the major decisions management faces in its effort to balance the objectives and resources of the organization with the needs and opportunities of the market place.

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**Marketing Research (3)** - This course provides an introduction to the principles and techniques of research applied to the solution of marketing problems. The complete research process is studied, from formulating the research design, to presentation, to the conclusions. Specific topics discussed include primary data collection, secondary data collection, design of a research instrument, sampling procedures, field investigation, and analysis and interpretation of data.

**Organizational Behavior (3)** - This course examines state-of-the-art concepts in budgeting, strategic planning, administration and development of personnel. Motivational theories and techniques are investigated. Case problems and outside management speakers allow realistic applications to and insights into current managerial philosophy and practice.

**Principles of Selling (3)** - Course introduces students to the nature and scope of selling, emphasizes the fundamentals of the process and techniques of selling, describes the need for product knowledge, addresses the nature of activities that support the selling function, and presents essential activities used by professional salespeople in managing their work.

**Retail Merchandising (3)** - The key functions involved in the buying and selling of merchandise. Management techniques and skills as they apply to retailing are discussed and practiced. Students learn essential management skills of planning, decision making, organizing, staffing, leading, and controlling. Case studies are used throughout the course. Students observe buyers in action.

**Sales Management (3)** - A review of the basic principles and practices of the sales force management in nonretail selling. Students examine principles, philosophies, policies, strategies, and tactics employed in managing a sales force. Students will participate in simulations of sales management situations.

**Supervision (3)** - This course provides the first time supervisor with the practical knowledge and technical job skills required for completing tasks with and through people. It focuses on the managerial functions of planning, organizing, staffing, directing, and controlling as they apply to private and public agencies.

### Elective Courses

**Accounting I (3)** - This course provides a practical orientation of accounting principles and procedures by examining how to set up accounts, special journals and ledgers, balance statement and payroll records.

**Computerized Accounting Applications (3)** - This course provides practical experience in using a spreadsheet, reviews materials, demonstrates the interlocking relationships that exist, develop spreadsheet templates that can be used in an employment situation, use a computer Business Simulation Program to demonstrate the operation of a business, prepare detailed budgets, and develop a Business and Financial Plan for managing and operating a business.

**Direct Marketing (3)** - Fundamentals of this expanding area of marketing applications. Exploration of direct mail, mail order, direct response media advertising, and telemarketing. Examines techniques for evaluating and measuring response. Case studies and projects utilized.

**Government Regulation of Business (3)** - An awareness of the laws that impact small businesses along with the assistance provided by the SBA, SBDC and other state and federal agencies. Field resources and guest speakers will be utilized extensively. **(Entrepreneurship Emphasis)**

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**Human Resource Management (3)** - Analysis of employment, labor relations, training, wage and salary administration, safety and benefit programs, ethics, employee diversity.

**Marketing for Services and Non Profit Organizations (3)** - A variety of applications will be used to develop distinctive marketing plans for non-profit.

**New Product Development (3)** - Considers managerial decisions that are part of the identification, selection, management, and evaluation of new products and services as they impact the market trends.

**Promotion Fundamentals (3)** - Course addresses the nature and scope of promotion, highlighting elements of the promotional mix, describes aspects of media selection, presents elements of print advertisements, examines publicity and sales promotion techniques, and explains basic promotion-management techniques. **(Retailing Emphasis)**

**Small Business Management (3)** - This course covers the principles of operation and management applicable to small businesses. Special attention is paid to investigating business opportunities, and to organizing, financing and controlling small businesses. **(Entrepreneurship Emphasis)**

**Visual Merchandising (3)** - Design and create interior and exterior merchandising displays to develop positive customer attitudes toward a store or department for the purpose of selling goods and services. **(Retailing Emphasis)**

# MARKETING EDUCATION TECH PREP

Degree Program ___Marketing Management (B)___

| CORE COURSES | High School (9-12) | | | | Postsecondary (13) | | Postsecondary (14) | |
|---|---|---|---|---|---|---|---|---|
| | 9 Freshman | 10 Sophomore | 11 Junior | 12 Senior | First Semester | Second Semester | Third Semester | Fourth Semester |
| English | English I | English II | Literature | Composition | English I | English II | | Communication |
| Math | Algebra I | Geometry | Algebra II | | Math | | | |
| Science | Physical | Biology | Chemistry | | | | | |
| Humanities | American Government | History | Economics | Psychology | Human Relations (Psychology) | Government/ History | Economics | |
| Other | PE/Health | PE | Principles Technology | Foreign Language | | | | |
| Related Technical | | Introduction to Computers | | Accounting I | *Marketing Computer Applications | | Supervision | Organizational Behavior |
| Required Courses (36) | Career Awareness/ Exploration | | Marketing I | Marketing II | Ethical and Legal Issues | Marketing Management | Sales Management | International Marketing |
| | | | | COOP | *Introduction to Marketing | Retail Merchandising | Business Statistics | Market Research |
| | | | | | | *Principles of Selling | *Entrepreneurship | |
| | | | | | | | | |
| Internship (6) | | | | | | *Marketing Internship I | | Marketing Internship II |

*articulated course

18    18    15    15

Total = 64

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# References

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Community College of Rhode Island. (1990). 2 + 2 tech prep program guide. Warwick: Author.

Delaware Statewide Vocational-Technical High Schools. (1989). Tech prep compendium of models. Dover: Delaware Statewide Vocational-Technical High School and Delaware Technical and Community College. (ERIC Document Reproduction Service No. ED 319 927).

Dornsife, C. (1992). Beyond articulation: The development of tech prep programs. (Report No. MDS-311). Berkeley, CA: National Center for Research in Vocational Education.

Farr, J. M. (1994). America's 50 fastest growing jobs. Indianapolis: JIST Works, Inc.

Mabry, T. (1988). The high school/community college connection: An ERIC review. Community College Review, 16(3), 48-55.

Missouri Occupational Information Coordination Committee. (1993). Occupational data book. Jefferson City, MO: Author.

Pendleton High School. (1991). Pendleton high school curriculum guide. Pendleton, SC: Author.

Ramer, M. (1991). Community college/high school articulation in California: 2+2 program definition and barriers to implementation. Sacramento, CA: California Community College Administrators for Occupational Education.

Silvestri, G. T. (1993). Occupational employment: wide variations in growth, Monthly Labor Review. 111,(11) 58-86.

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