

District Concurrent Enrollment Program Proposal

The Concurrent Enrollment Program proposal must be submitted to the Concurrent Enrollment Coordinator. The Concurrent Education (CE) program proposal must include the following information:

Name of CE Program: Business & Marketing

Name of Institution of Higher Education: ACC

I. GOALS

A. Provide a brief overview of the Program.

Business and Marketing offers a variety of courses that expose students to business and marketing skills and concepts. Throughout the program, there are a variety of concurrent enrollment opportunities available for students. To provide further opportunities for students and to continue to align the curriculum, we would like to add **MAR 111 Principles of Sales**. This addition would further enhance and enrich the learning opportunities for students.

B. How does this CE Program fit into the overall educational program?

The expansion of CE Marketing offerings further enhances the overall Business and Marketing programs.

C. What benefits would our students receive from this program?

Students would receive an additional opportunity for CE credit. The information taught in MAR 111 would further enhance student understanding and preparedness for other CE courses, like MAR 216. Students during their second year of marketing typically do work around the principles of sales. By adding the CE option teachers are able to honor the work students are doing by awarding CE credit and increasing rigor. Students are also further prepared for future CE courses already approved in the Business and Marketing program. This additional course will also continue to prepare students for co-curricular opportunities like DECA.

II. Concurrent Education Program Courses -

- A. Provide a flow chart or table that indicates the courses students would take within the program. ** Other courses may be added or changed within the program, based upon the need of students or program modifications.

<i>Year 1 Semester 1</i>
High School Name: Marketing 1 (25570S1) <i>ACC Course: N/A</i>
<i>Year 1 Semester 2</i>
High School Name: Marketing 1 (25570S2) <i>ACC Course: N/A</i>
<i>Year 2 Semester 1</i>
High School Name: <i>ACC-MAR 111 - Princ of Sales (NEW)</i> <i>ACC Course: MAR 111- Principles of Sales</i>
<i>Year 2 Semester 2</i>
High School Name: <i>ACC-MAR 216 Princ of Marketing (69216S1/69216S2)</i> <i>ACC Course: Principles of Marketing</i>
High School Name: <i>ACC-MAR 155 Social Media Bus (69217)</i> <i>Students may take this course either semester</i>
High School Name: <i>Sports Marketing (25573)</i> <i>Students may take this course either semester</i>
<i>Year 3</i>
High School Name: <i>School Store Manager (40715)</i>
High School Name: <i>DECA Leadership (25580S1/25580S2)</i>
<i>Year 4</i>
High School Name: <i>Entrepreneurship (25525)</i>

B. Course Titles

ACC-MAR 111 - Princ of Sales (69009)*****Students enrolled in this course must be concurrently enrolled in ACC.********ACC Course: MAR 111- Principles of Sales***


Enables the student to understand and develop ethical sales techniques and covers the role of selling in the marketing process. Areas of emphasis include behavioral considerations in the buying and selling process and sales techniques.

3 Credits ACC College Credits

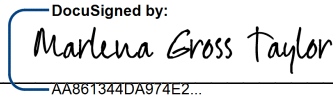
Prerequisites: Must have an ACC "S" Number and fulfill all ACC Course Requirements.

Signature Page


Does the Concurrent Enrollment Contact approve the adoption of this program?
 ** *Your signature below indicates your approval of the program.*

Signature  _____
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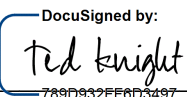
Does the Chief Academic Officer approve adoption of this program?
 ** *Your signature below indicates your approval of the program.*

Signature  _____
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Does the Chief Assessment Officer approve adoption of this program?
 ** *Your signature below indicates your approval of the program.*

Signature  _____
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Does the Assistant Superintendent approve adoption of this program?
 ** *Your signature below indicates your approval of the program.*

Signature  _____
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Does the Board of Education approve adoption of this program?	Yes	No
Date of BOE Meeting _____		
Signature _____		

Office use: The following information is required to build individual courses into Infinite Campus

Credit Type: (FNA, PRA, MAT, etc)	PRA
Department Code:	BU
Course Number:	69009
Course entered in NCAA database if applicable.	N/A
Update Graduation Competencies course document if applicable for Math and English courses.	N/A
VIP Code:	
CIP Code:	
Add to HEAR list, if applicable.	N/A
Course Mapping SCED code:	12 202
Date entered into Infinite Campus	
Credit amount:	