

PROGRAM OF STUDY JUSTIFICATION

Entrepreneurship

Marketing, Distribution & Logistics

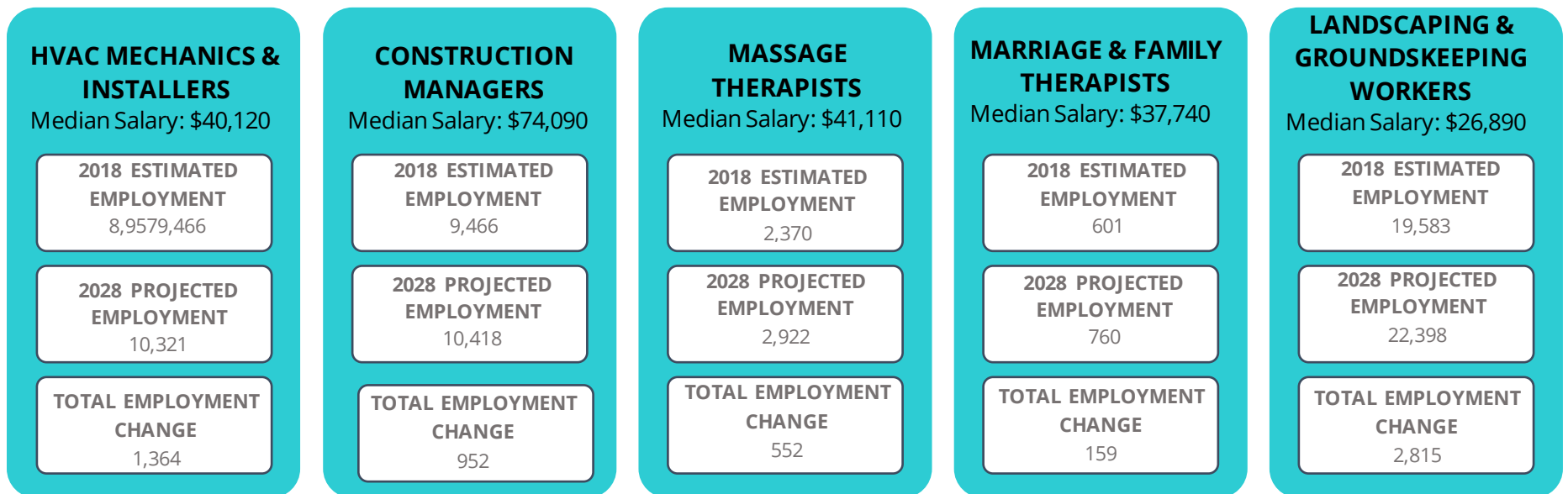
JOB OUTLOOK

Entrepreneurs operate small businesses in various specialty areas and industries, including construction, personal services, and maintenance and repair. According to the Tennessee Department of Economic and Community Development, 160,144 Tennessee small businesses had employees in 2019. For those looking to pursue a career as an entrepreneur, the occupations with the fastest growth through 2028 include marriage and family counselors at 26%, massage therapists at 23%, and HVAC mechanics and installers at 15%.



OCCUPATION PROFILE

Entrepreneurs exist in any industry, from construction to personal services and counseling, meaning that job descriptions vary widely. While construction managers must understand building materials, tools, quality control, and production processes, a marriage and family therapist must learn the methods for diagnosing and treating various behavioral and affective disorders. However, all entrepreneurs need time-management, problem-solving, communication, and leadership skills, as well as knowledge of business, marketing, strategic planning, human resources, and information technology.



PROGRAM OF STUDY PROFILE

The Entrepreneurship program of study prepares students who want to start, own, and operate their own businesses. Students will acquire the foundational skills and knowledge to successfully launch and operate a small business. Courses focus on the role of entrepreneurship, entrepreneurial potential, business plans, marketing for small businesses, economics, and finance and operations.



STUDENT ENROLLMENT ANALYSIS

	Introduction to Business & Marketing	Marketing and Management I: Principles	Entrepreneurship	Business & Entrepreneurship Practicum
2017-18	10,501	6,508	1,953	321
2018-19	9,420	6,250	1,724	353
2019-20	10,496	6,079	1,434	388

CAREER PATHWAY



PROGRAM OF STUDY COMPREHENSIVE OUTLOOK

The comprehensive outlook is comprised of a 3-year vision of all support services, resources and program development aligned with this program of study.

RECOMMENDATIONS + OPPORTUNITIES

Standards

Based on industry, postsecondary, and teacher feedback, as well as industry trends and research, course standard revisions will include:

- Marketing & Management I: Principles to include the following: updated terminology, standards to address values-based and experiential marketing, and standards to address social media & digital/mobile marketing, branding, and promotion.
- Entrepreneurship to include the following: consumer credit, pricing, and pricing structure for small businesses.

New Courses

Based on industry, postsecondary, and teacher feedback, the following new course will be developed for implementation during the 2022-23 school year: Introduction to Entrepreneurship, will be added as the level 1 courses for this program of study.

CTSO Connections

The Entrepreneurship program of study aligns with both DECA and FBLA. DECA's & FBLA's mission statements focus on preparing emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. Content buckets that incorporate these skills are included in all of the program of study courses.

- DECA & FBLA leadership opportunities align with leadership content reflected in Virtual Enterprise International standards 1.1-1.11.
- DECA competitive events aligned with the Entrepreneurship program of study include: Career Development Project, Business Growth Plan, Entrepreneurship Series, Entrepreneurship Team Decision Making, Franchise Business Plan, Independent Business Plan, Innovation Plan, International Business Plan, Start-Up Business Plan, Virtual Business Challenge – Entrepreneurship."
- FBLA competitive events aligned with the Entrepreneurship program of study include: American Enterprise Project, Business Financial Plan, Business Plan, E-business, Electronic Career Portfolio, Entrepreneurship, Future Business Leader, Impromptu Speaking, Job Interview, Career Exploration, Partnership with Business Project, Public Speaking, Spreadsheet Applications, and Word Processing.

WBL Activities

This program of study is aligned with the WBL Framework by offering the following experiences for students:

- Career exploration content is included in Introduction to Entrepreneurship standards # 1.1-1.4 and Marketing & Management I: Principles standards # 8.1-8.2.
- Career preparation content is included in Introduction to Entrepreneurship standards # 2.1-2.3, 3.1-3.4, 4.5, 5.1, 6.1-6.3; Marketing & Management I: Principles standards 5.3, 7.1-7.4; Entrepreneurship standards #3.1-3.2, 4.1-4.4, 6.1-6.5 ; and Virtual Enterprise International all standards.
- Career training content is included in Business & Entrepreneurship Practicum all standards and Virtual Enterprise International standards # 8.1-8.4.

Recommended Trainings

The annual Institute for CTE Educators will provide teachers extensive professional development opportunities. Teachers will have opportunities to explore instructional and resource best practices, network, and grow their individual professional focus on preparing students to meet the demands of the postsecondary pathway of their choosing. TDOE provided professional development opportunities may vary based on identified teacher needs.

Externship Opportunities

This program of study will be enhanced through teacher participation in externship opportunities. Opportunities will be coordinated between local employers and individual programs. The department will provide guidance whenever possible to increase and improve externship opportunities.

Additional Resources

PROGRAM OF STUDY JUSTIFICATION

Marketing Management

Marketing, Distribution & Logistics

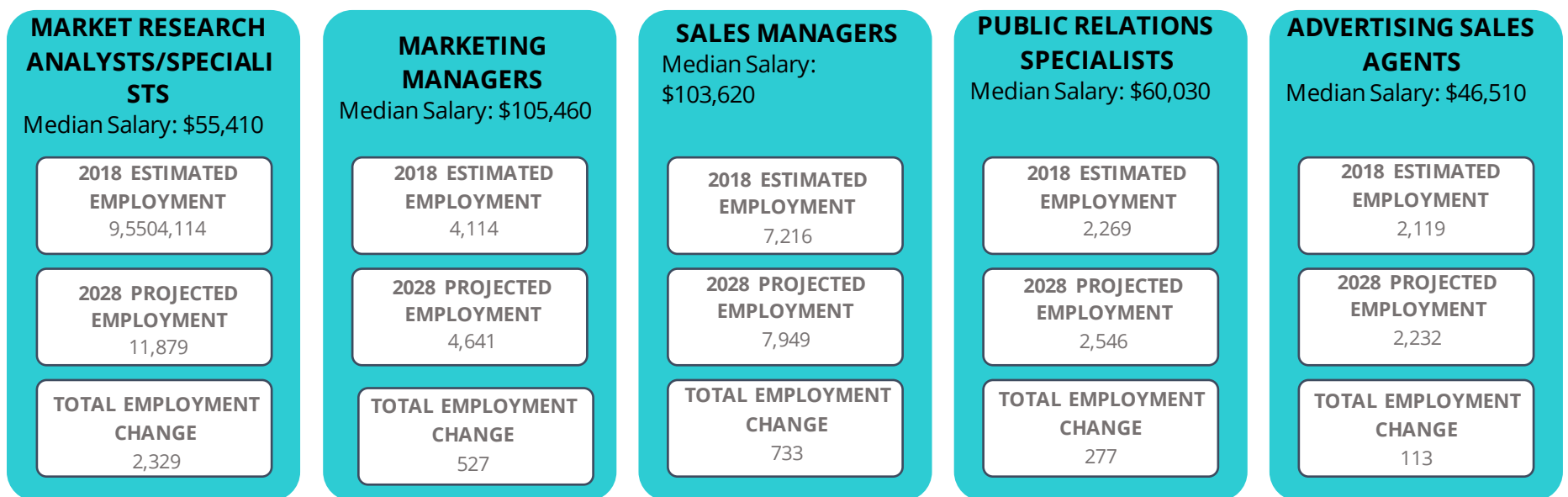
JOB OUTLOOK

Advances in marketing, particularly digital marketing, continue to create a need for marketing professionals with the overall employment of advertising, promotion, and marketing managers projected to grow 6% by 2029, according to the Bureau of Labor and Statistics. In Tennessee, the job outlook is even more favorable through 2028, particularly for Marketing Analysts/Specialists and Public Relations and Fundraising Managers, with projected job growth of 24% and 15% respectively.



OCCUPATION PROFILE

Careers in marketing management integrate skills in marketing development and strategy, data analysis, campaign design, pricing strategies, and consumer analysis. The top marketing occupations interconnect—for example, marketing managers, including public relations and fundraising managers, rely on market and consumer data from marketing research analysts to help them identify target markets, plan advertising campaigns, and oversee product development. Advertising sales agents then use this information to locate customers, develop promotions, and sell products.



PROGRAM OF STUDY PROFILE

The Marketing Management program of study prepares students to use marketing strategies, analytics, campaigns, and consumer trends to develop and implement marketing policies and programs for organizations and brands. Courses focus on concepts in business, the marketing mix, market research, product development, social media, advertising and promotional concepts, and branding.



STUDENT ENROLLMENT ANALYSIS

	Introduction to Business & Marketing	Marketing and Management I: Principles	Marketing and Management II: Advanced Strategies	Advertising and Public Relations
2017-18	10,501	6,508	2,338	675
2018-19	9,420	6,250	2,264	777
2019-20	10,496	6,079	1,836	551

CAREER PATHWAY



PROGRAM OF STUDY COMPREHENSIVE OUTLOOK

The comprehensive outlook is comprised of a 3-year vision of all support services, resources and program development aligned with this program of study.

RECOMMENDATIONS + OPPORTUNITIES

Standards

Based on industry, postsecondary, and teacher feedback, as well as industry trends and research, course standard revisions will include:

- Marketing & Management I: Principles to include the following: updated terminology, standards to address values-based and experiential marketing, and standards to address social media & digital/mobile marketing, branding, and promotion.
- Marketing & Management II: Advanced Strategies to include: customer influence on purchasing & customer relations strategies, digital & mobile promotional strategies & concepts, role of supply chain management & procurement procedures in the merchandising plan, and marketing research trends.
- Advertising & Public Relations to include: digital and mobile promotional concepts and strategies.
- Retail Operations, specifically to include the following: work-based learning component and digital and mobile promotional concepts and strategies.

New Courses

No new courses will be developed for this program of study. While Sports & Entertainment Marketing was proposed, labor market data does not yet support statewide implementation of this course. Schools still have the option of offering Sports & Entertainment Marketing as a special course.

CTSO Connections

The Marketing Management program of study primarily aligns with DECA. DECA's mission statement focuses on preparing emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. Content buckets that incorporate these skills are included in all of the program of study courses.

- DECA leadership opportunities align with leadership content reflected in Marketing & Management II: Advanced Strategies, standards 3-7.
- DECA competitive events aligned with the Marketing Management program of study include: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Career Development Project, Integrated Marketing Campaign, Marketing Management Team Decision Making, Marketing Communications Series, Principles of Marketing, Professional Selling, Retail Merchandising Series, Sports & Entertainment Marketing Series, Virtual Business Challenge – Retail.
- FBLA competitive events aligned with the Marketing Management program of study include: E-business, Marketing, Sales Presentation, Social Media Strategies, Sports & Entertainment Management.

WBL Activities

This program of study is aligned with the WBL Framework by offering the following experiences for students:

- Career exploration content is included in Introduction to Business & Marketing standards #1-5; Marketing & Management I: Principles standards #8.1-8.2; Advertising & Public Relations standard #1.2; and Retail Operations standard #2.2, 2.6, 9.1-9.2.
- Career preparation content is included in Introduction to Business & Marketing standards #10-12, 17-23; Marketing & Management I: Principles standards 5.3, 7.1-7.4; Marketing & Management II: Advanced Strategies standards #1.1-1.3, 2.1, 3.1, 5.1-5.5, 6.1-6.3, 7.1, 8.4; Social Media & Analytics standards #6.1-6.3; Advertising & Public Relations standards #2.1-8.1; Retail Operations standards all standards; and Event Planning & Management all standards.
- Career training content is included in Social Media & Analytics standards #2.1-2.2, 3.3-3.4; Retail Operations all standards; Event Planning & Management all standards.

Recommended Trainings

The annual Institute for CTE Educators will provide teachers extensive professional development opportunities. Teachers will have opportunities to explore instructional and resource best practices, network, and grow their individual professional focus on preparing students to meet the demands of the postsecondary pathway of their choosing. TDOE provided professional development opportunities may vary based on identified teacher needs.

Externship Opportunities

This program of study will be enhanced through teacher participation in externship opportunities. Opportunities will be coordinated between local employers and individual programs. The department will provide guidance whenever possible to increase and improve externship opportunities.

Additional Resources

PROGRAM OF STUDY JUSTIFICATION

Supply Chain Management

Marketing, Distribution & Logistics

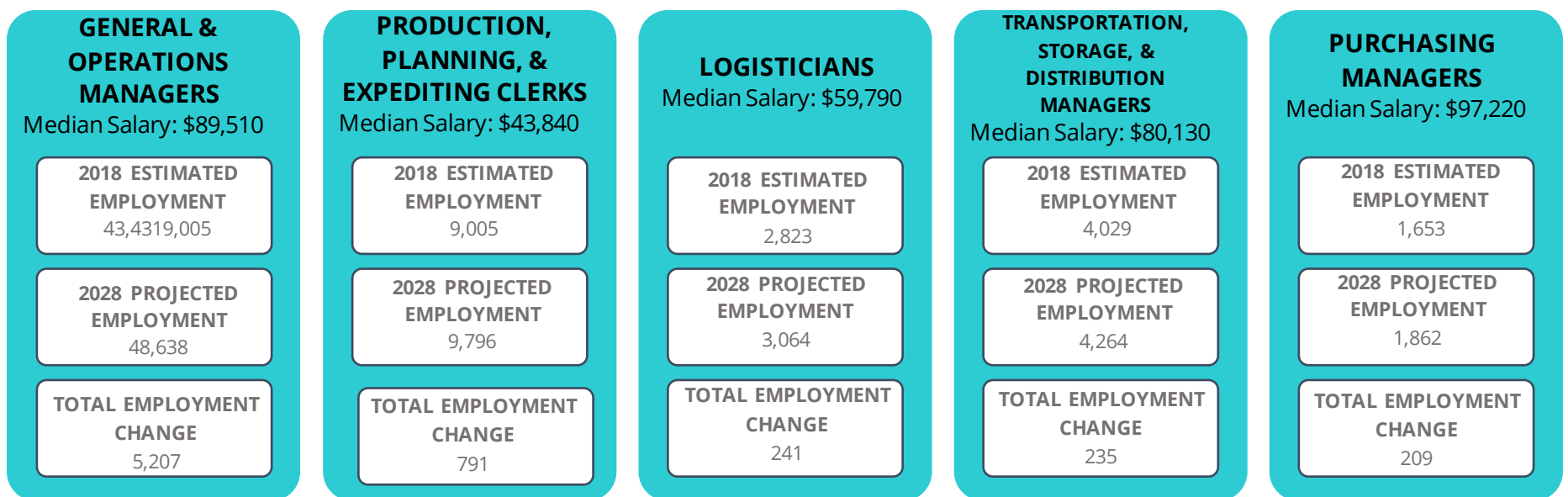
JOB OUTLOOK

Supply chain occupations to ensure the efficient and cost-effective production and distribution of products. Tennessee houses major distributing hubs, such as Amazon, FedEx, Nissan, and UPS. According to the Bureau of Labor and Statistics, Tennessee ranks second in states with the highest concentration of jobs and location quotients in transportation and material moving, with most occupations located in Cleveland and Memphis. Overall, the total predicted 2018-2028 employment change in Tennessee is 6,648 with 186,058 jobs by 2028.



OCCUPATION PROFILE

Supply chain management includes careers in transportation, production, material handling, mid-and-upper-level management, and operations. Logisticians, purchasing managers, and transportation, storage, and distribution managers develop and manage logistics plans, coordinate the purchasing of materials and products, and monitor a product's life cycle, including acquisition, distribution, allocation, delivery, and disposal. Individuals must know how to plan, coordinate, and direct the flow of work and materials to ensure that buyers promptly receive the right products at a fair cost.



PROGRAM OF STUDY PROFILE

The Supply Chain Management program of study is for students interested in industries that use raw materials to produce, distribute, and deliver products and services from manufacturer to consumer. Course concepts include business, occupational safety, distribution and logistics, warehousing, government regulations, and sustainability, and courses prepare students for careers in transportation, manufacturing, and military operations.



STUDENT ENROLLMENT ANALYSIS

	Introduction to Business & Marketing	Foundations of Supply Chain Management	Supply Chain Management I	Supply Chain Management II
2017-18	10,501	53	NA	NA
2018-19	9,420	144	29	NA
2019-20	10,496	174	60	5

CAREER PATHWAY



PROGRAM OF STUDY COMPREHENSIVE OUTLOOK

The comprehensive outlook is comprised of a 3-year vision of all support services, resources and program development aligned with this program of study.

RECOMMENDATIONS + OPPORTUNITIES

Standards

Based on industry, postsecondary, and teacher feedback, as well as industry trends and research, course standard revisions will include:

- Marketing & Management I: Principles to include the following: updated terminology, standards to address values-based and experiential marketing, and standards to address social media & digital/mobile marketing, branding, and promotion.
- Foundations of Supply Chain Management to include the following: blanket standard on use of spreadsheet applications in supply chain, supply chain automation, use & relevance of OSHA 10, goal & economic benefits of supply chain, supply chain inputs & outputs, major manufacturing strategies & marketing mix decisions on supply chain, SOCR Model (plan, source, make, deliver, return), effects of supply chain disruption & related risks, standard 24 from Supply Chain Management I.
- Supply Chain Management I to include the following: use & relevance of OSHA 10, Lean Six Sigma management concepts & philosophies, e-commerce & automation in supply chain, technical aspects of warehousing & distribution; and remove the following: standard 24 (move to Foundations).
- Supply Chain Management II to include: use & relevance of OSHA 10, supply chain service (workflow analysis audit & map development), negotiation techniques & strategies, value stream mapping, Lean Layout concepts, & COVID-19 disruptions within warehousing management, supply chain optimization, ethical sourcing & consumer decisions; and modify the following: pare down technical focus within technology standards.

New Courses

During the comprehensive review for this program of study, feedback from industry, postsecondary, and teachers **did not indicate** a need to add or retire courses at this time.

CTSO Connections

The Supply Chain Management program of study aligns with FBLA.

- FBLA's mission statement includes leadership, business expertise, community awareness, and personal framework skills to prepare students to become community-minded business leaders. Content buckets that incorporate these skills are included in all of the program of study courses.
- FBLA leadership opportunities align with leadership content reflected in Supply Chain Management III: Management and Logistics standard #2.4 and Supply Chain Management Practicum standard #1.3.
- FBLA competitive events aligned with the Supply Chain Management program of study include: Management Information Systems, Management Decision Making, Organizational Leadership, Spreadsheet Applications, Supply Chain Management

WBL Activities

This program of study is aligned with the WBL Framework by offering the following experiences for students:

- Career exploration content is included in Introduction to Business & Marketing standards #1-5; Marketing & Management I: Principles standards #8.1-8.2; Supply Chain Management I: Foundations and Principles standards #2.1-2.2; and Supply Chain Management III: Management and Logistics standard #2.4
- Career preparation content is included in Introduction to Business & Marketing standards #10-12, 17-23; Marketing & Management I: Principles standards 5.3, 7.1-7.4; Supply Chain Management I: Foundations and Principles #3.1-3.7, 5.4-5.5, 6.1-6.5; Supply Chain Management II: Warehousing and Distribution standards #1.1, 2.3-2.5, 3.1-3.5, 5.1-5.2; Supply Chain Management III: Management and Logistics standards #1.1-1.2, 2.2, 3.1-3.5, 5.1, 6.1.
- Career training content is included in Supply Chain Management Practicum all standards.

Recommended Trainings

The annual Institute for CTE Educators will provide teachers extensive professional development opportunities. Teachers will have opportunities to explore instructional and resource best practices, network, and grow their individual professional focus on preparing students to meet the demands of the postsecondary pathway of their choosing. TDOE provided professional development opportunities may vary based on identified teacher needs. The Rutgers Supply Chain Management Thought Leader Certificate for educators is a recommended teacher training program for Supply Chain Management teachers.

Externship Opportunities

This program of study will be enhanced through teacher participation in externship opportunities. Opportunities will be coordinated between local employers and individual programs. The department will provide guidance whenever possible to increase and improve externship opportunities.

Additional Resources

Other recommendations for Supply Chain Management include:

- Course name changes, which will clarify the course progression within the Supply Chain Management POS.
 - Change "Foundations of Supply Chain Management" to "Supply Chain Management I: Principles and Foundations"
 - Change "Supply Chain Management I" to "Supply Chain Management II: Warehousing & Distribution"
 - Change "Supply Chain Management II" to "Supply Chain Management III: Management & Logistics"
- Add the Certified Logistics Associate (CLA) to the promoted industry credential list. The CLA is needed before students can earn the Certified Logistics Technician (CLT) certification. We currently have the CLT as one of our TN promoted industry credentials, but students cannot earn their CLT without their CLA.