

applying data

related to customer demographics, preferences, needs, and buying habits.

## Secondary Courses for High School Credit

‡

‡ Job shadow an account representative at a marketing firm  
Intern at a marketing firm, or related UIL events





N1302269 (1 credit)



None



None



Principles

of Hospitality and Tourism, Hotel  
management and/or Travel and Tourism  
Management



None





# Statewide Program of Study: Marketing and Sales

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13034700 (2 credits)

14



# Statewide Program of Study: Marketing and Sales

