Principles of Business, Marketing, and Finance provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society. They also develop an understanding of the marketplace and product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution, and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Principles of Business, Marketing, and Finance is a full-year Career and Technical Education course for programs of study in business management and administration. This course is built to state and national standards.

*This updated course was originally created for Apex Courses and is now available in Courseware.*

Length: Two Semesters

**Unit 1: Marketing in the Global Environment**

**Unit 2: Understanding the Marketplace**

**Unit 3: Marketing Placement and Pricing**

**Unit 4: Marketing Promotion**

**Unit 5: Your Future in Marketing**

**Unit 6: Semester Wrap-Up**

**Unit 7: Role of Economics and Finance in Marketing**

**Unit 8: Starting a Business**

**Unit 9: Managing a Business**

**Unit 10: Government, Law, and Ethics in Business**

**Unit 11: Your Future in Business, Marketing, and Finance**

**Unit 12: Semester Wrap-Up**


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