

Lake Superior College - Minnesota

Articulated College Credit (ACC) Agreement

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Articulated College Credit (ACC) Agreement:

Through Articulated College Credit (ACC), specific college curriculum content goals and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

Agreement Name: Principles of Marketing

Agreement To Be Reviewed/Revised: 2025

These credits are valid for students in grades 9-12 in college programs listed below up to 2 years after high school graduation.

College	College Course	College Program	Articulated College Credit
Lake Superior College	BUS 2400 – Principles of Marketing	*Business Transfer Pathway (AS – 60 cr.)	3 credits

Course Description:

This course is designed to provide the student with an overview of basic marketing principles and practices, centering on the component of the marketing mix and the contribution each component makes toward the overall marketing effort of large and small businesses and organizations.

Course Content Goals:

100% of the curriculum content goals will be covered in the high school course(s) by qualified CTE high school instructor(s).

To receive credit, students will:

1. Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
2. Understand the elements of strategic marketing planning.
3. Understand the processes and factors influencing the targeting of the marketplace.
4. Understand the decision-making processes of individual consumers and organizations.
5. Understand product concepts and strategies used to create value in the marketplace.
6. Understand pricing concepts and techniques that capture value.
7. Understand channel and supply chain management concepts to deliver value to all channel members.
8. Understand marketing communication concepts that effectively promote products/services.
9. Understand the external marketing environments that impact a firm.
10. Understand the basic elements in developing a global marketing mix strategy.
11. Apply marketing concepts to real world situations.

Students must successfully achieve an overall grade of **85%** on the assessments in order to receive an Articulated College Credit Certificate.