



Marketing

Career Goal (O*NET Code): Marketing Manager (11-2021), Company Sales Representative (41-4012), Retail Sales (41-2031), Shipping Clerk (43-5071), Customer Representative (53-4051), Buyer (13-1022), Technical Sales (41-4011).

Cluster Overview: Business, Management, and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business, Management, and Administration career opportunities are available in every sector of the economy.

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

High School	9th	Core Courses	English I Algebra I Biology	World Geography Languages other than English I Health/PE or Equivalent	<p>Curricular Experiences: Business Professional of America DECA Future Business Leaders of America</p> <p>Career Learning Experiences: Career Preparation (Paid/Unpaid) Job Shadowing Internship School-Based Enterprise</p>	<p>Extracurricular Experiences: Academic Decathlon UIL Language Tutor Math Tutor Performing Arts School Class Officer School Newspaper Yearbook</p> <p>Service Learning Experiences: Boys and Girls Clubs of America Boy Scouts of America Community Service Volunteer Girl Scouts of the USA</p>		
		Career-Related Electives	Introduction to Business or Business and Technical Careers or Principles of Marketing AND Marketing Yourself					
	10th	Core Courses	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**				
		Career-Related Electives	Business Image Management and Multimedia or Advertising AND International Marketing or Business Management AND Business Ownership					
	11th	Core Courses	English III Algebra II Physics	United States History Communication Applications PE or Equivalent				
		Career-Related Electives	Professional Selling AND Business Law or Business Computer Information Systems II					
	12th	Core Courses	English IV Statistics Environmental Systems	Government/Economics Fine Arts				
		Career-Related Electives	Business Communications or Independent Study or related Career Preparation program* or Precalculus					
	Postsecondary	On-the-Job Training	Telemarketer Delivery/Display Representative Advertising Agent NOTE: These experiences may be started and/or completed as part of the high school experience.	Retail Associate Customer Care Representative Price Verification Shopper			<p>Career Options: Adobe Expert Customer Representative Sales Specialist</p> <p>Career Options: Assistant Store Manager Inside Sales Contact Assistant Buyer Customer Service Supervisor Purchasing Agent Product Representative Merchandiser</p> <p>Career Options: Marketing Manager National Account Representative Sales Engineer Field Service Representative Store Manager Pharmaceutical Representative</p> <p>Career Options: Account Executive Market Research Analyst Marketing Director Fashion Editor</p>	<p>Professional Associations: American Marketing Association Business Marketing Association Certified Marketing Services International, Inc. Junior Chamber of Commerce Marketing Research Association National Business Education Association Phi Beta Lambda Sales and Marketing Executives International Society of Marketing Professional Services</p>
		Certificates	Adobe Certified Expert (ACE) Certified Sales Professional NOTE: Students may earn all or part of these certificates as part of the High School experience.	National Professional Certification in Customer Service OSHA CareerSafe				
Associate's Degrees		Accounting International Business Business Marketing Business and Personal Services Marketing Operations	Apparel and Accessories Marketing Enterprise Management and Operations Marketing Management and Research General Retailing and Wholesaling					
Bachelor's Degrees		Small Business Administration Commercial and Advertising Art Business Communications Mexican Trade & Management	General Business Marketing Entrepreneurship Consumer Science and Merchandising					
Graduate Degrees		Business Administration Marketing Management	International Trade					

* May substitute for the required credit for Physical Education
** Satisfies the required credit for Technology Applications
*** May substitute for the required credit for Health Education

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses, if possible.

This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2007. All plans should meet high school graduation requirements as well as college entrance requirements. Students may select other elective courses for personal enrichment purposes.