



# Marketing

**Cluster Overview:** Encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

**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).

**Student Name:** \_\_\_\_\_

**Grade:** \_\_\_\_\_

**School:** \_\_\_\_\_

## SUGGESTED COURSEWORK

## EXTENDED LEARNING EXPERIENCES

Middle School	8th	<b>HS Courses:</b>	Touch Systems Data Entry		<b>Curricular Experiences:</b> <a href="#">Business Professional of America</a> <a href="#">DECA</a>	<b>Extracurricular Experiences:</b> Academic Decathlon Educational Tours Language Immersion Programs School Newspaper Student Government UIL Academic Competitions Yearbook
	9th	<b>Core Courses:</b>	English I Algebra I or Geometry Biology	World Geography Languages other than English I Physical Education		
10th		<b>Career-Related Electives:</b>	Principles of Business, Marketing and Finance and Business Law		<b>Career Learning Experiences:</b> Career Preparation Job Shadowing Internship School-Based Enterprise	<b>Service Learning Experiences:</b> Boys and Girls Clubs of America Boy Scouts of America Campus Service Organizations Community Service Volunteer Girl Scouts of the USA Peer Mentoring/Peer Tutoring
	<b>Core Courses:</b>	English II Geometry or Alg II Chemistry	World History Languages other than English II			
High School	11th	<b>Core Courses:</b>	English III Algebra II or Pre-Cal Physics or Princ of Technology	United States History Professional Communications	<b>COLLEGE CREDIT OPPORTUNITIES -- High School</b> Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.	
		<b>Career-Related Electives:</b>	Business Information Management II and Marketing			
12th	<b>Core Courses:</b>	English IV Alg III, Pre-Calculus, or AP Calculus Science Elective	Government/Economics Fine Arts	<b>COLLEGE CREDIT OPPORTUNITIES -- High School</b> Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.		
	<b>Career-Related Electives:</b>	Accounting II or Digital and Interactive Media				
On-the-Job Training	Advertising Agent Customer Care Representative	Delivery/Display Representative Price Verification Shopper	Retail Associate Telemarketer	<b>Professional Associations:</b> <a href="#">American Marketing Association</a> <a href="#">Business Marketing Association</a> <a href="#">Certified Marketing Services International, Inc.</a> <a href="#">Junior Chamber of Commerce</a> <a href="#">Marketing Research Association</a> <a href="#">National Business Education Association</a> <a href="#">Phi Beta Lambda</a> <a href="#">Sales and Marketing Executives International</a> <a href="#">Society of Marketing Professional Services</a>		
	NOTE: These experiences may be started and/or completed as part of the high school experience.					
Certificates	Adobe Certified Expert Customer Service	OSHA CareerSafe	Sales Professional	<b>Career Options:</b> Adobe Expert Customer Representative Sales Specialist		
	NOTE: Students may earn all or part of these certificates as part of the high school experience.					
Postsecondary	Associate Degrees	<a href="#">Accounting</a> <a href="#">Apparel and Accessories Marketing</a>	<a href="#">Business Marketing</a> <a href="#">Business and Personal Services Marketing Operations</a>	<a href="#">Enterprise Management Operations</a> <a href="#">Marketing Management &amp; Research</a> <a href="#">General Retailing and Wholesaling</a>	<b>Career Options:</b> Assistant Store Manager Assistant Buyer Inside Sales Contact Customer Service Supervisor Product Representative	
	Bachelor Degrees	Art Business Communications Commercial and Advertising	Consumer Science & Merchandising Entrepreneurship General Business	Marketing Mexican Trade & Management Small Business Administration	<b>Career Options:</b> Marketing Manager Sales Engineer National Account Representative Field Service Representative Pharmaceutical Representative	
	Graduate Degrees	Business Administration	International Trade	Marketing Management	<b>Career Options:</b> Account Executive Marketing Director Market Research Analyst Fashion Editor	

Students may select other elective courses for personal enrichment purposes.

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 2009. All plans meet high school graduation requirements as well as college entrance requirements.