



Marketing Communications and Promotion

Cluster Overview: Marketing, Sales, and Service careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Career Goal (O*NET Code): Advertising and Promotions Manager (11-2011), Advertising Sales Agent (41-3011), Public Relations Specialist or Writer (27-3031), Production, Planning and Expediting Clerk (43-5061), Graphics Designer (27-1024).

Student Name: _____

Grade: _____

School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	Touch Systems Data Entry	Curricular Experiences: Business Professionals of America DECA	Extracurricular Experiences: Academic Decathlon Language Immersion Programs Math Tutor School Newspaper Student Government UIL Academic Competitions Yearbook
	9th	Core Courses:	English I Algebra I or Geometry Biology		
10th		Career-Related Electives:	Principles of Business or Marketing and Finance and Business Law		Career Learning Experiences: Career Preparation Internship Job Shadowing School Based Enterprise
	Core Courses:	English II Geometry or Alg II Chemistry	World History Languages other than English II		
High School	11th	Core Courses:	English III Algebra II, Pre-Cal, or Math Models Physics or Princ of Technology	United States History Professional Communications	COLLEGE CREDIT OPPORTUNITIES -- High School 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.
		Career-Related Electives:	Marketing Dynamics or Career Preparation I or Sports and Entertainment or Digital and Interactive Multimedia		
12th	Core Courses:	English IV Alg III, Pre-Calculus, or AP Calculus Science Elective	Government/Economics Fine Arts	Career Options: Office Assistant Adobe Graphics Editor	Professional Associations: Advertising Research Foundation American Academy of Advertising American Advertising Federation Business Marketing Association Public Relations Society of America Society for Marketing Professional Services
	Career-Related Electives:	Practicum in Marketing Dynamics or Business Information Management II			
On-the-Job Training	Account Sales Advertising Sales Consultant Appointment Setter Call Center Representative Outside Sales Intern Publication Sales Agent NOTE: These experiences may be started and/or completed as part of the high school experience.			Career Options: Office Assistant Adobe Graphics Editor	Professional Associations: Advertising Research Foundation American Academy of Advertising American Advertising Federation Business Marketing Association Public Relations Society of America Society for Marketing Professional Services
	Certificates	A*S*K Adobe Expert Customer Service OSHA CareerSafe Sales Professional NOTE: Students may earn all or part of these certificates as part of the high school experience.			
Postsecondary		Associate Degrees	Advertising Business & Personal Services	Communication Technologies Design and Applied Arts	General Retailing Wholesaling Marketing Management & Research Radio & Television Broadcasting
	Bachelor Degrees	Art - Advertising Design Business Administration Communications - Media	Graphic Design International Marketing Journalism	Mass Communication Mass Media Public Relations	Career Options: Art/Graphics Director Account Executive Creative Director Media Planner Public Relations Manager
	Graduate Degrees	Advertising Journalism	Marketing Public Relations	Radio Television and Film	Career Options: Research Specialist Public Affairs Officer Media Analyst Media Director Strategic Initiatives Director

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.