



E-Marketing

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

Career Goal (O*NET Code): E-Commerce Marketing Specialist (99-0000), E-Commerce Worker (TBD), Marketing Manager (11-2021).

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 Language Tutor Math Tutor Student Government UIL Academic Competitions Yearbook	
	High School	9th	Core Courses:	English I Algebra I or Geometry Biology			World Geography Languages other than English I Physical Education
Career-Related Electives:			Principles of Business or Marketing and Finance and Business Law				
10th		Core Courses:	English II Geometry or Alg II Chemistry	World History Languages other than English II			
		Career-Related Electives:	Business Information Management I or Entrepreneurship				
11th		Core Courses:	English III Algebra II, Pre-Cal, or Math Models Physics or Princ of Technology	United States History Professional Communications			
		Career-Related Electives:	Marketing Dynamics or Retailing and E-tailing or Business Information Management I or Web Technologies or Languages other than English III				
12th	Core Courses:	English IV Alg III, Pre-Calculus, or AP Calculus Science Elective	Government/Economics Fine Arts				
	Career-Related Electives:	Practicum in Marketing Dynamics or Web Technologies or Languages other than English IV					
Postsecondary	On-the-Job Training	Business Office Assistant Customer Service Rep.	Electronic Marketing Enrollment Processor Marketing Intern	Sales and Service Assistant Web Page Builder	Career Options: e-Commerce Tech JAVA Programmer	Professional Associations: Association for Financial Technology Computing Technology Industry Association Electronic Funds Transfer Association Institute of Certified E-Commerce Consultants International Webmasters Association World Organization of Webmasters	
	Certificates	eMarketing Associate e-Biz E-Commerce Developer	I-Net+ JAVA Certified Programmer	Network+ OSHA CareerSafe			Web Sales Agent Internet Entrepreneur
	Associate Degrees	Apparel/Accessories Marketing Computer Programming	Financial Management and Services General Retailing & Wholesaling Operations	Marketing Management/Research Radio and Television Broadcasting			Applications Developer Website Designer
Bachelor Degrees	Banking & Financial Institutions Communications-Electronic Media	Computer Information Systems Computer Science Consumer Science and Merchandising	Electronic Commerce Financial Services Management Information Systems	Career Options: Consumer Analyst Marketing Manager	Transaction Analyst Electronic Marketing Supervisor Visual Merchandising Specialist		
Graduate Degrees	Business Admin.-Info Systems Computer Education and Cognitive Systems	Electronic Commerce Information Technology & Management	Marketing Research Telecommunications	Career Options: Brand Director Internet Investigator	Business Portal Manager Director Broadcast Retailing EDI Expert		

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.

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.