



# Professional Sales and Marketing

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

**Career Goal (O\*NET Code): Commercial and Industrial/Exhibit Designer (27-1021)** Set and Exhibit Designers (27-1027), Jeweler (51-9071), Demonstrators and Product Promoters (41-9011), Materials Scientist (19-2032), Wholesale and Manufacturing Non-Technical Sales (41-4012).

**Student Name:** \_\_\_\_\_  
**Grade:** \_\_\_\_\_  
**School:** \_\_\_\_\_

## SUGGESTED COURSEWORK

## EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	Touch Systems Data Entry	<b>Curricular Experiences:</b> <a href="#">Business Professionals of America</a> <a href="#">DECA</a> <a href="#">Family, Career and Community Leaders of America</a>	<b>Extracurricular Experiences:</b> Academic Decathlon Language Immersion Programs Language/Math Tutor School Newspaper Student Government UIL Academic Competitions Yearbook	
High School	9th	<b>Core Courses:</b>	English I Algebra I or Geometry Biology			World Geography Languages other than English I Physical Education
		<b>Career-Related Electives:</b>	Principles of Business or Marketing and Finance and Business Law			
	10th	<b>Core Courses:</b>	English II Geometry or Alg II Chemistry	World History Languages other than English II		
		<b>Career-Related Electives:</b>	Business Information Management I or Retailing and E-tailing or Sports Entertainment Marketing or Marketing			
	11th	<b>Core Courses:</b>	English III Algebra II or Pre-Cal Physics or Princ of Technology	United States History Professional Communications		
		<b>Career-Related Electives:</b>	Marketing Dynamics or Digital and Interactive Multimedia I			
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>	Practicum in Marketing Dynamics or Entrepreneurship				
On-the-Job Training	Entrepreneur New Accounts Representative Plastic Model Maker	Precision Bench Worker Product Demonstrator	Technical Sales Trainee Telemarketer	<b>Career Options:</b> Adobe Editor Outside Sales Rep Business Developer Web Banner Designer	<b>Professional Associations:</b> <a href="#">American Academy of Advertising</a> <a href="#">American Management Association</a> <a href="#">American Marketing Association</a> <a href="#">Business Marketing Association</a> <a href="#">Certified Marketing Services International, Inc.</a> <a href="#">Direct Marketing Association</a> <a href="#">International Textile and Apparel Association</a> <a href="#">Jaycees Junior Chamber of Commerce</a> <a href="#">Manufacturing Jewelers and Suppliers of America</a> <a href="#">Retail, Wholesale, and Department Store Union</a> <a href="#">Sales and Marketing Professionals Association</a>	
	<b>Certificates</b>	Adobe Expert A*S*K	eMarketing Associate OSHA CareerSafe			Sales Professional Travel Associate
Postsecondary	Associate Degrees	<a href="#">Accounting</a>	<a href="#">Business and Personal Services</a>	<a href="#">Electronic and Electrical Engineer</a>	<b>Career Options:</b> Accessories Designer Merchandise Displayer Retail Buyer Cost Estimator Precision Equipment Repairer	<b>Professional Associations:</b> <a href="#">American Academy of Advertising</a> <a href="#">American Management Association</a> <a href="#">American Marketing Association</a> <a href="#">Business Marketing Association</a> <a href="#">Certified Marketing Services International, Inc.</a> <a href="#">Direct Marketing Association</a> <a href="#">International Textile and Apparel Association</a> <a href="#">Jaycees Junior Chamber of Commerce</a> <a href="#">Manufacturing Jewelers and Suppliers of America</a> <a href="#">Retail, Wholesale, and Department Store Union</a> <a href="#">Sales and Marketing Professionals Association</a>
		<a href="#">Apparel &amp; Accessories Marktn</a>	<a href="#">Business Information and Data</a>	<a href="#">International Business</a>		
		<a href="#">Assistive Technologies</a>	<a href="#">Processing Services</a>	<a href="#">Marketing</a>		
	Bachelor Degrees	Commercial & Advertising Art Design and Applied Arts Design/Visual Communications	Graphic Design Industrial Design Metallurgical Engineering	Material Sciences Rehabilitation Engineering Small Business Administration	<b>Career Options:</b> Commercial Designer Geological Technician Exhibit Designer Commercial Artist International Sales Representative	
Graduate Degrees	Archival Administration Biomedical Sciences Business Administration	Environmental Science Heritage Management	International Trade Safety Engineering	<b>Career Options:</b> Materials Scientist Mineral Engineer Manufacturing Executive Commodities Trader Consultant		

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.