



Management and Entrepreneurship

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

Career Goal (O*NET Code): General Operations Manager (11-1021), Chief Executives (11-1011), Property, Real Estate and Community Association Manager (11-9141), Advertising and Promotions Manager (11-2011), Purchasing Manager (11-3061), Sales or Marketing Manager (11-2021/22)

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	
	High School	9th	Core Courses:			English I Algebra I or Geometry Biology
Career-Related Electives:			Principles of Business, Marketing and Finance and Business Law			
10th		Core Courses:	English II Geometry or Alg II Chemistry	World History Languages other than English II	Career Learning Experiences: Career Preparation Internship Job Shadowing School Based Enterprise	Service Learning Experiences: 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
		Career-Related Electives:	Entrepreneurship or Business Information Management I or Accounting I			
11th		Core Courses:	English III Algebra II or Pre-Cal Physics or Princ of Technology	United States History Professional Communications		
		Career-Related Electives:	Marketing Dynamics or Retailing and E-tailing or Business Information Management II or Accounting II			
12th	Core Courses:	English IV Alg III, Pre-Calculus, or AP Calculus Science Elective	Government/Economics Fine Arts	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:	Practicum in Marketing Dynamics				
On-the-Job Training		Auto Parts Sales and Service Cashier Collections Worker	Entrepreneur Insurance Agent New Accounts Representative	Retail Sales Supervision Telemarketer	Professional Associations: American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneurs Association Marketing Education Association National Bureau of Certified Consultants National Business Education Association Sales and Marketing Executives International Society for Marketing Professional Services	
	Certificates	Adobe Expert A*S*K	Customer Service e-Marketing Associate	Internet and Computing Core OSHA CareerSafe		
Postsecondary	Associate Degrees	Business and Personal Services Marketing Operations	Enterprise Management and Operation	Marketing Management Research	Career Options: Product Promoter Purchasing Agent	Independent Distributor Department Manager Franchise Manager
	Bachelor Degrees	Advertising Communications Franchise Operations	Marketing Public Management Psychology	Small Business Administration Sociology Sport and Fitness Management	Career Options: Promotions Manager Product Manager	Small Business Owner Business Principal Investor
	Graduate Degrees	Business Administration Comparative International Law Heritage Management	Interdisciplinary Studies Leadership Studies Industrial - Organizational Psychology	Public Administration	Career Options: Production Manager Business Developer	Management Consultant Business Investor Company President

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.