



Buying and Merchandising

Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Career Goal (O*NET Code): Sales Manager (11-2022), Stock Clerk (43-5081), Counter Clerk (41-2021), Cashier (41-2011), Service Station Attendant (53-6031), Procurement Clerk (43-3061).

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 or Retailing and E-tailing or Business Law			
10th		Core Courses:	English II Geometry or Alg II Chemistry	World History Languages other than English II		
		Career-Related Electives:	Business Information Systems I or Accounting I or Entrepreneurship or Marketing			
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 Business Information Management II or Accounting I			
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 Accounting II				
Postsecondary	On-the-Job Training	Cashier Customer Service Rep.	Merchandise Displayer Product Demonstrator	Sales Associate Shipping and Receiving Clerk	Career Options: Sales Representative E-Sales Coordinator E-Commerce Designer Site Designer	Professional Associations: American Marketing Association American Purchasing Society Business Marketing Association Certified Marketing Services International, Inc. National Association of Convenience Stores National Association of Purchasing Management National Retail Federation Retail, Wholesale, and Department Store Union Sales and Marketing Executive International
	Certificates	A*S*K Customer Service e-Biz	e-Marketing Associate Internet and Computing Core	OSHA CareerSafe Sales Professional		
	Associate Degrees	Accounting Apparel and Accessories Marketing Management	Business Marketing Enterprise Management and Operations	Fashion Design and Merchandising Real Estate		
Bachelor Degrees	Business Communications Contract Management Entrepreneurship	Purchasing Public Relations Operations Mgmt & Supervision	Retailing & Wholesaling Operations Sales Operations	Career Options: Store Manager Marketing Manager Merchandising Manager Procurement Specialist Purchasing Manager		
Graduate Degrees	E-Commerce Finance	Logistics Marketing Research	Marketing Management Organizational Communications	Career Options: Management Analyst Operations Researcher Virtual Marketer Business Auditor		

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.