



# Professional Sales and Marketing

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

**Career Goal (O\*NET Code): Wholesale and Manufacturing Technical Sales Representative** (41-4011/41-4012), Retail Salesperson (41-2031), Demonstrators and Product Promotions(41-9011), Commercial and Industrial Designer (27-1021), International Sales (41-4011), Survey Researcher (19-3022).

**Student Name:** \_\_\_\_\_

**Grade:** \_\_\_\_\_

**School:** \_\_\_\_\_

## SUGGESTED COURSEWORK

## EXTENDED LEARNING EXPERIENCES

Middle School	8th	<b>HS Courses:</b>	Touch Systems Data Entry	<b>Curricular Experiences:</b> <a href="#">Business Professionals of America</a> <a href="#">DECA</a>	<b>Extracurricular Experiences:</b> Academic Decathlon Junior Engineering Technical Society Language Immersion Programs School Newspaper Student Government UIL Academic Competitions Yearbook
	9th	<b>Core Courses:</b>	English I Algebra I or Geometry Biology		
10th		<b>Career-Related Electives:</b>	Principles of Business, Marketing and Finance and Business Law		<b>Career Learning Experiences:</b> Career Preparation Internship Job Shadowing School-Based Enterprise
	<b>Core Courses:</b>	English II Geometry or Alg II Chemistry	World History Languages other than English II		
High School	11th	<b>Core Courses:</b>	English III Algebra II, Pre-Cal, or Math Models Physics or Princ of Technology	United States History Professional Communications	<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>	Marketing Dynamics or Retailing and E-tailing or Accounting I		
High School	12th	<b>Core Courses:</b>	English IV Alg III, Pre-Calculus, or AP Calculus Science Elective	Government/Economics Fine Arts	<b>Professional Associations:</b> <a href="#">American Machine Tool Distributors' Association</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="#">Jaycees Junior Chamber of Commerce</a> <a href="#">National Federation of Independent Business</a> <a href="#">Sales and Marketing Executives International</a> <a href="#">Society of Marketing Professional Services</a> <a href="#">Texas Engineering and Technical Consortium</a>
		<b>Career-Related Electives:</b>	Practicum in Marketing Dynamics or Calculus or Accounting II		
Postsecondary	On-the-Job Training	New Accounts Representative Parts Sales Person	Product Demonstrator Technical Sales Trainee	Telemarketer	<b>Career Options:</b> Web Researcher Web Advertiser Wholesale Sales Associate Advertising Sales Independent Distributor
	Certificates	A*S*K* Customer Service	e-Marketing Associate	OSHA CareerSafe Sales Professional	
Postsecondary	Associate Degrees	<a href="#">Accounting</a> <a href="#">Financial Management and Services</a>	<a href="#">Business and Personal Services</a> <a href="#">International Business</a> <a href="#">Marketing Management and Research</a>	<a href="#">Enterprise Management and Operations</a>	<b>Career Options:</b> Cost Estimator Marketing Researcher Package Designer Sales Specialist Wholesale and Retail Buyer
	Bachelor Degrees	Advertising Biotechnologies Communications	Computer Science Managerial Economics Marketing	Sales Operations Small Business Administration Technology Comm. & Mgmt.	<b>Career Options:</b> Marketing Director Product Manager Field Sales Representative International Salesperson Technical Communicator
	Graduate Degrees	Business Administration Comparative and International Law	Finance Industrial Engineering Industrial - Organizational Psychology	Material Sciences Operations Research Tech/Performance Improvement	<b>Career Options:</b> General Manager Industrial Designer National Accounts Manager Regional Sales Director Product Engineer

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.