



Marketing

Career Goal (O*NET Code): Marketing Manager (11-2021), Company Sales Representative (41-4012), Retail Sales (41-2031), Shipping Clerk (43-5071), Customer Representative (53-4051), Buyer (13-1022), Technical Sales (41-4011).

Cluster Overview: Business, Management, and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business, Management, and Administration career opportunities are available in every sector of the economy.

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

High School	9th	Core Courses	English I Algebra I Biology	World Geography Languages other than English I Health/PE or Equivalent	Curricular Experiences: Business Professional of America	Extracurricular Experiences: Academic Decathlon UIL Language Tutor Math Tutor Performing Arts School Class Officer School Newspaper Yearbook			
		Career-Related Electives	Career Connections Principles of Marketing						
	10th	Core Courses	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**					
		Career-Related Electives	Business Image Management and Multimedia Business Management AND Business Ownership						
	11th	Core Courses	English III Algebra II Physics	United States History Communication Applications PE or Equivalent			Career Learning Experiences: Career Preparation (Paid/Unpaid) Job Shadowing	Service Learning Experiences: Boys and Girls Clubs of America Boy Scouts of America Community Service Volunteer Girl Scouts of the USA	
		Career-Related Electives	Technology in Marketing Business Computer Information Systems II						
	12th	Core Courses	English IV Statistics Environmental Systems	Government/Economics Fine Arts					
		Career-Related Electives	Business Law AND Business Management or Business Ownership Diversified Career Preparation I						
	Postsecondary	On-the-Job Training	Telemarketer Delivery/Display Representative Advertising Agent NOTE: These experiences may be started and/or completed as part of the high school experience.	Retail Associate Customer Care Representative Price Verification Shopper			Career Options: Adobe Expert Customer Representative Sales Specialist		Professional Associations: American Marketing Association Business Marketing Association Certified Marketing Services International, Inc. Junior Chamber of Commerce Marketing Research Association National Business Education Association Phi Beta Lambda Sales and Marketing Executives International Society of Marketing Professional Services
		Certificates	Microsoft Office Specialist (MOS) / Internet and Computing Certificate (IC3) / OSHA CareerSafe NOTE: These certification programs are available at JHS for qualified students with a grade average of 80 or better and a good citizen status of less than 3 tardies and/or 3 unexcused absences during either semester. Exam fees are paid by the Career and Technology Department for qualified students.						
Associate's Degrees		Accounting International Business Business Marketing Business and Personal Services Marketing Operations	Apparel and Accessories Marketing Enterprise Management and Operations Marketing Management and Research General Retailing and Wholesaling						
Bachelor's Degrees		Small Business Administration Commercial and Advertising Art Business Communications Mexican Trade & Management	General Business Marketing Entrepreneurship Consumer Science and Merchandising						
Graduate Degrees		Business Administration Marketing Management	International Trade						

* May substitute for the required credit for Physical Education
** Satisfies the required credit for Technology Applications
*** May substitute for the required credit for Health Education

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses, if possible.

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 2007. All plans should meet high school graduation requirements as well as college entrance requirements. Students may select other elective courses for personal enrichment purposes.