

Career Pathway* for Marketing

GRADE 9	GRADE 10	GRADE 11	GRADE 12
Core 40 Courses	Core 40 Courses	Core 40 Courses	Core 40 Courses
English 9 Algebra I Biology Physical Education Health / Computer ***	English 10 Geometry Chemistry or Physics World History Career Academic Sequence (chosen from below)	English 11 Algebra II Additional Science US History Career Academic Sequence (chosen from below)	English 12 Govt /Econ Career Academic Sequence (chosen from below)
Core 40 with Academic Honors	Core 40 with Academic Honors	Core 40 with Academic Honors	Core 40 with Academic Honors
World Language I	World Language II	World Language III	Additional Math Additional Science Fine Arts ****
Electives Chosen From Below	Electives Chosen From Below	Electives Chosen From Below	Electives Chosen From Below

RECOMMENDED COURSES FOR THE "CAREER ACADEMIC SEQUENCE" AND ELECTIVES

Highly Recommended One-Credit Courses	Highly Recommended Multi-Credit Career/Technical Courses	Other Recommended Courses and Experiences
Marketing Foundations** (2 credit) Business Management** Entrepreneurship** Marketing Advanced** (2 credit) Accounting I International Business Technical Business Communication* Computer Applications Advanced* Probability and Statistics <i>Computer Applications and Digital Communication Tools OR the Business Middle School standards are prerequisites for the Marketing Career Pathway.</i>	<i>Business</i> Marketing Field Experience** OR Professional Career Internship**	<i>Business</i> Career Planning and Success Skills Digital Communication Tools Computer Applications Advanced Accounting II Business College Level Business and Personal Law Personal Finance <i>Social Studies</i> Psychology Sociology FACS Interpersonal Relationships

* Schools may choose to recommend that courses be taken in different years than indicated in this career pathway.

** Strongly recommended course for this career pathway

*** The computer course is required for students working toward the Minimum Diploma but is expected for ALL Marketing Pathways.

**** The fourth year of world language may be taken as an elective

Occupations Related to this Pathway	Level of Education Required						
	High School	On-the-Job Training	Apprenticeship Program	Proprietary School (Postsecondary Career School)	Community College	4-yr College	Advanced College Degree
Sales Manager				X	X		
Market Researcher/Analyst						X	
Logistics Manager/Supervisor						X	
Route Salesperson/Sales Worker Supervisor	X	X					
Public Relations Writer						X	
Market Information Manager							
Advertising Salesperson				X	X		
Research and Development Manager						X	
Securities Sales or Insurance Agent						X	
Real Estate Agents		X		X	X		