

PROGRAM OF STUDY



Career Cluster: Business Management and Administration

Career Cluster Pathway: Marketing

This Career Pathway Program of Study can serve as a guide along with other career planning materials as learners continue on a career path. Courses listed within this program are only recommended coursework and should be individualized to meet each learner's education and career goals. **Note:** Many items have links to external resources with more information.

REQUIRED CREDITS	GRADE	English/ Language Arts (4.0 credits)	Social Studies (2.5 credits)	Math (2.0 credits)*	Science (2.0 credits)	Fine Arts (1.0 credits)	Health/ Fitness (2.5 credits)**	Electives (6.5 credits)	Related Career & Technical/ Occupational (1.0 credits) Certificate and Tech Prep (notation on HS and TP alignment)	SAMPLE Occupations Relating To This Pathway (*indicates job in high demand) (☉ indicates a "green" job)
SECONDARY SAMPLE COURSE OFFERINGS	9	English 1 or Honors English 1	Pacific Northwest History (.5)	Algebra I Geometry	Integrated Science or Adv Int Science		Health (.5)		ASD CTE COURSE OPTIONS Digital Communications/ Digitools Intro to Banking and Finance Advanced Banking and Finance Marketing/School Store Business Communications Economics Economics II Yearbook Beg Graphic Communications Adv Graphic Communications Intro to Web Page Design Advanced Web Page Design Work Based Learning CTE Grad Project LEADERSHIP ASB Treasurer FBLA Skills USA TECH PREP ARTICULATIONS Digital Communications/Digitools – Grays Harbor College (3cr.) Beginning Graphic Communications – Grays Harbor College (5cr.) CERTIFICATION MOS Certification VITA Tax Certification Work Readiness	Little or No Preparation <ul style="list-style-type: none"> • Cashiers* • Demonstrators and Product Promoters* • Driver/Sales Workers* • Retail Salesperson • Telemarketer Some Preparation <ul style="list-style-type: none"> • Customer Service Reps.* • Data Entry* • Industrial/Commercial Sales Representative • Retail Sales Specialist • Sales/Marketing Associate Medium Preparation <ul style="list-style-type: none"> • Advertising Salesperson • Bookkeeping, Accounting, Clerks* • Food Service Managers • Insurance Agents • Interior Designers • Public Relations Specialists • Territory Account Manager • Warehouse Manager • Wholesale and Retail Buyer Considerable Preparation <ul style="list-style-type: none"> • Advertising & Promotion Manager • Art Director • CTE Teacher • Financial Analysts • Marketing Manager ☉ Power Marketing Specialist • Regional/National Account Managers • Sales Manager
	10	English 2 or Honors English 2	US History	*Class of 2013 (add't 1.0 credit) Algebra II	Biology <u>or</u> AP Biology <u>or</u> Biotechnology <u>or</u> Horticulture <u>or</u> Natural Resources I			Elective courses (6.5)		
	11	English Electives or Business English	World History <u>or</u> Economics <u>or</u> Economics II	Pre-Calculus Calculus		Credits from Art Courses or CTE Equivalent	Credits from Health and Fitness Courses	Project Me and Other CAA requirements		
	12	English Electives or Business English	World History <u>or</u> Economics <u>or</u> Economics II <u>and</u> CWP	CTE Equivalent (Students must pass a math competency test or have four years of math credits.)	Science Electives		**Successfully completing two years of physical education and one semester of health is required for high school graduation.			

Technical Certification <i>(instruction provided through certified training and/or testing centers)</i>	Apprenticeship Opportunities	2-yr or ATA Degree <i>(Find specific colleges at www.checkoutcollege.com)</i>	4 –yr Degree or Advanced Training
<p><u>Business Administration/Mgmt</u></p> <ul style="list-style-type: none"> • Most technical and community colleges <p><u>Customer Service Support/Call Center/Teleservice Operation</u></p> <ul style="list-style-type: none"> • Clover Park Technical College • Highline Community College • Lower Columbia College • Olympic College <p><u>Food Marketing</u></p> <ul style="list-style-type: none"> • Bates Technical College <p><u>General Merchandising/ Sales/ Marketing Operations</u></p> <ul style="list-style-type: none"> • Bates Technical College • Lower Columbia College <p><u>Retailing and Operations</u></p> <ul style="list-style-type: none"> • Bates Technical College • Pierce College at Fort Steilacoom • Renton Technical College <p><u>Selling Skills/Sales Operation</u></p> <ul style="list-style-type: none"> • Bates Technical College • Clark College • Pierce College at Fort Steilacoom 	<p>To learn more about Apprenticeship, visit Labor and Industries website.</p> <p>This pathway does not currently have any active apprenticeships.</p>	<p><u>Business Administration/Mgmt</u></p> <ul style="list-style-type: none"> • South Puget Sound Community College and various other technical and community colleges <p><u>Business/Commerce</u></p> <ul style="list-style-type: none"> • South Puget Sound Community College and various other technical and community colleges <p><u>Customer Service Mgmt & Support/Call Center</u></p> <ul style="list-style-type: none"> • Clark College • Clover Park Technical College • Highline Community College • North Seattle Community College • Spokane Community College <p><u>Marketing Management</u></p> <ul style="list-style-type: none"> • Some technical and community colleges <p><u>Office Automation/Data Entry/Word Processing</u></p> <ul style="list-style-type: none"> • South Puget Sound Community College and various other technical and community colleges <p><u>Retailing and Operations</u></p> <ul style="list-style-type: none"> • Bates Technical College • Clark College • Highline Community College 	<p><u>Business Administration/Mgmt</u></p> <ul style="list-style-type: none"> • Most 4yr state and private colleges <p><u>Business/Commerce</u></p> <ul style="list-style-type: none"> • Some 4yr state and private colleges <p><u>CTE Secondary Education Teacher</u></p> <ul style="list-style-type: none"> • Education Degree in a CTE program area with 2000 hours of related work experience • Industry Route Certificate requires 6000 hours of work experience in the field and completion of a state approved CTE Preparation Program along with passage of Basic Skills Math and English <p><u>Insurance</u></p> <ul style="list-style-type: none"> • Washington State University <p><u>Marketing Management</u></p> <ul style="list-style-type: none"> • Some 4yr state and private colleges <p><u>Public Relations/Image Mgmt</u></p> <ul style="list-style-type: none"> • Central Washington University • Eastern Washington University • Gonzaga University • Seattle University

*Data acquired from www.workforceexplorer.com, www.sbctc.edu, www.careerclusters.org, and www.edf.org/cagreenjobs,

Adapted from <http://www.nthurston.k12.wa.us/education/components/scrapbook/default.php?sectiondetailid=34988>