



# PROGRAM OF STUDY



Career Cluster: Marketing, Sales and Service

Career Cluster Pathway: E-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)		<b>ASD CTE COURSE OPTIONS</b> DigCommunications/Digitools Computer Applications Advanced Banking and Finance Marketing Sign Making Yearbook Intro To Web Page Design Advanced Web Page Design Video Production I Video Production II Computer Programming I Computer Programming II Beg Graphic Communications Adv Graphic Communications Digital Photography Advanced Digital Photography Work Based Learning CTE Grad Project  <b>LEADERSHIP</b> FBLA Skills USA  <b>TECH PREP Articulations</b> Digital Communications/Digitools – Grays Harbor College  Computer Applications – Grays Harbor College (12cr.)  Computer Programming II – South Puget Sound Community College (5cr.)  Advanced Digital Photography – Clover Park (5cr.)  <b>CERTIFICATION</b> MOS Certification Work Readiness Credential	<b>Some Preparation</b> <ul style="list-style-type: none"> <li>Administrative Support Representative</li> <li>Customer Service Representatives*</li> <li>Telemarketers*</li> </ul> <b>Medium Preparation</b> <ul style="list-style-type: none"> <li>Interactive Media Specialist</li> <li>User Interface Designer</li> <li>Web Designer</li> <li>Webmaster</li> </ul> <b>Considerable Preparation</b> <ul style="list-style-type: none"> <li>Account Supervisor</li> <li>Brand Manager</li> <li>Copywriter-Designer</li> <li>CTE Teacher</li> <li>Database Manager*</li> <li>E-Commerce Director</li> <li>E-Merchandising Manager</li> <li>Forum Manager</li> <li>Fulfillment Manager</li> <li>Internet Project Director</li> <li>Internet Sales Engineer</li> <li>On-line Market Researcher</li> <li>Sight Architect</li> <li>Website Project Manager</li> </ul>
	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  CTE Equivalent  (Students must pass a math competency test or have four years of math credits.)		Credits from Art Courses  CTE Equivalent	Credits from Health and Fitness Courses  **Successfully completing two years of physical education and one semester of health is required for high school graduation.	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							

<b>Technical Certification</b> <i>(instruction provided through certified training and/or testing centers)</i>	<b>Apprenticeship Opportunities</b>	<b>2-yr or ATA Degree</b> <i>(Find specific colleges at <a href="http://www.checkoutcollege.com">www.checkoutcollege.com</a>)</i>	<b>4 –yr Degree or Advanced Training</b>
<p><b><u>Business Administration/Mgmt</u></b></p> <ul style="list-style-type: none"> <li>• Most technical and community colleges</li> </ul> <p><b><u>Customer Service Support/Call Center/Teleservice Operation</u></b></p> <ul style="list-style-type: none"> <li>• Clover Park Technical College</li> <li>• Highline Community College</li> <li>• Lower Columbia College</li> <li>• Olympic College</li> </ul> <p><b><u>Data Modeling/Warehousing and Database Administration</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Bellevue Community College</li> <li>• Edmonds Community College</li> <li>• Highline Community College</li> <li>• New Horizons Computer Learning Center</li> <li>• Sqlsoft Inc.</li> <li>• Strategy Computers Technical Training Center</li> <li>• University of Phoenix-Seattle Campus</li> <li>• Yakima Valley Community College</li> </ul> <p><b><u>E-Commerce</u></b></p> <ul style="list-style-type: none"> <li>• Edmonds Community College</li> </ul> <p><b><u>General Merchandising/ Sales/ Marketing Operations</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Lower Columbia College</li> </ul> <p><b><u>Retailing and Operations</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Pierce College at Fort Steilacoom</li> <li>• Renton Technical College</li> </ul> <p><b><u>Selling Skills/Sales Operation</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Clark College</li> <li>• Pierce College at Fort Steilacoom</li> </ul>	<p>To learn more about Apprenticeship, visit <a href="#">Labor and Industries</a> website.</p> <p>This pathway does not currently have any active apprenticeships.</p>	<p><b><u>Business Administration/Mgmt</u></b></p> <ul style="list-style-type: none"> <li>• Grays Harbor College and various other technical and community colleges</li> </ul> <p><b><u>Business/Commerce</u></b></p> <ul style="list-style-type: none"> <li>• Grays Harbor College and various other technical and community colleges</li> </ul> <p><b><u>Customer Service /Call Center</u></b></p> <ul style="list-style-type: none"> <li>• Spokane Community College</li> </ul> <p><b><u>Data Modeling/Warehousing and Database Administration</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Bellevue Community College</li> <li>• Edmonds Community College</li> <li>• Pierce College at Fort Steilacoom</li> <li>• Seattle Community College-Central Campus</li> <li>• South Puget Sound Community College</li> </ul> <p><b><u>E-Commerce</u></b></p> <ul style="list-style-type: none"> <li>• Highline Community College</li> <li>• Skagit Valley Community College</li> <li>• Yakima Valley Community College</li> </ul> <p><b><u>Marketing Management</u></b></p> <ul style="list-style-type: none"> <li>• Some technical and community colleges</li> </ul> <p><b><u>Retailing and Operations</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Clark College</li> <li>• Highline Community College</li> </ul> <p><b><u>Selling Skills/Sales Operation</u></b></p> <ul style="list-style-type: none"> <li>• Clark College</li> </ul>	<p><b><u>Business Administration/Mgmt</u></b></p> <ul style="list-style-type: none"> <li>• Most 4yr state and private colleges</li> </ul> <p><b><u>Business/Commerce</u></b></p> <ul style="list-style-type: none"> <li>• Some 4yr state and private colleges</li> </ul> <p><b><u>CTE Secondary Education Teacher</u></b></p> <ul style="list-style-type: none"> <li>• Education Degree in a CTE program area with 2000 hours of related work experience</li> <li>• 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</li> </ul> <p><b><u>Computer Information Sciences</u></b></p> <ul style="list-style-type: none"> <li>• Some 4yr state and private colleges</li> </ul> <p><b><u>E-Commerce</u></b></p> <ul style="list-style-type: none"> <li>• City University</li> <li>• ITT Technical Institute</li> <li>• Seattle University</li> <li>• Washington State University</li> </ul> <p><b><u>Marketing Management</u></b></p> <ul style="list-style-type: none"> <li>• Some 4yr state and private colleges</li> </ul> <p><b><u>Public Relations/Image Mgmt</u></b></p> <ul style="list-style-type: none"> <li>• Central Washington University</li> <li>• Eastern Washington University</li> <li>• Gonzaga University</li> <li>• Seattle University</li> </ul>

\*Data acquired from [www.workforceexplorer.com](http://www.workforceexplorer.com), [www.sbctc.edu](http://www.sbctc.edu), [www.careerclusters.org](http://www.careerclusters.org), and [www.edf.org/cagreenjobs](http://www.edf.org/cagreenjobs),  
 Adapted from <http://www.nthurston.k12.wa.us/education/components/scrapbook/default.php?sectiondetailid=34988>