



PROGRAM OF STUDY



Career Cluster: Marketing, Sales and Service

Career Cluster Pathway: Marketing Communications and Promotion

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 Dig Communications/Digitools Computer Applications Advanced Banking and Finance Marketing Sign Making Yearbook Intro and Adv Web Page Design Video Production I and II Computer Programming I and II Beg Graphic Communications Adv Graphic Communications Shaping Space Beg and Adv Digital Photography Beg and Adv Broadcasting Work Based Learning CTE Grad Project LEADERSHIP FBLA Skills USA TECH PREP Articulations 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.) Advanced Broadcastings – Bates (9cr.) CERTIFICATION MOS Certification Work Readiness Credential	Little or No Preparation <ul style="list-style-type: none"> • Demonstrators and Product Promoters* • Models* Some Preparation <ul style="list-style-type: none"> • Customer Service Representatives* • First-Line Supervisors/Managers of Retail Sales Workers* • Telemarketers* • Merchandise Displayers and Window Trimmers Medium Preparation <ul style="list-style-type: none"> • Advertising Sales Agents • Marketing Associate • Copywriter • Creative Director • Interactive Media Specialist • Art/Graphics Director Considerable Preparation <ul style="list-style-type: none"> • Account Executive • Advertising and Promotions Managers • CTE Teacher • First-Line Supervisors/Managers of Non-Retail Sales Workers* • Marketing Managers • Media Buyer/Planner • Meeting & Convention Planners* • Public Relations Manager • Sales Managers • Sales Representatives, Wholesale and Manufacturing, Technical and Scientific* • Trade Show 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 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	CTE Equivalent (Students must pass a math competency test or have four years of math credits.)	Science Electives					

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>Commercial and Advertising Art</u></p> <ul style="list-style-type: none"> • Perry Technical Institute • Seattle Community College-Central Campus <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>Fashion Marketing</u></p> <ul style="list-style-type: none"> • Barbizon School Of Seattle <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"> • Grays Harbor College and various other technical and community colleges <p><u>Business/Commerce</u></p> <ul style="list-style-type: none"> • Grays Harbor College and various other technical and community colleges <p><u>Commercial and Advertising Art</u></p> <ul style="list-style-type: none"> • Seattle Community College-Central Campus • Spokane Falls Community College <p><u>Customer Service /Call Center</u></p> <ul style="list-style-type: none"> • Spokane Community College <p><u>Marketing Management</u></p> <ul style="list-style-type: none"> • Some 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>Graphic Design, Commercial Art and Illustration</u></p> <ul style="list-style-type: none"> • Central Washington University • Eastern Washington 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>