



PROGRAM OF STUDY



Career Cluster: Marketing, Sales and Service

Career Cluster Pathway: Marketing Information Management and Research

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 Computer Applications Advanced Banking and Finance Marketing Sign Making Yearbook Work Based Learning CTE Grad Project	Some Preparation <ul style="list-style-type: none"> • Customer Service Representatives* • Research Associate • Telemarketers* Medium Preparation <ul style="list-style-type: none"> • Customer Satisfaction Manager • Database Analyst • Research Specialist/Manager Considerable Preparation <ul style="list-style-type: none"> • Brand Manager • CTE Teacher • Database Manager* • Director of Market Development • Forecasting Manager • Planning Analyst ⊙ Power Marketing Specialist • Product Planner • Research Project Manager • Strategic Planner 	
	10	English 2 or Honors English 2	US History	*Class of 2013 (add't 1.0 credit) or Algebra II or Pre-Calculus	Biology or AP Biology or Biotechnology or Horticulture or Natural Resources I			Elective courses (6.5) and Project Me	LEADERSHIP FBLA Skills USA ASB		
	11	English Electives or Business English	World History or Economics or Economics II	or Calculus or CTE Equivalent		Credits from Art Courses or 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.	and Other CAA requirements		TECH PREP Articulations Digital Communications/Digitools – Grays Harbor College Computer Applications – Grays Harbor College (12cr.)
	12	English Electives or Business English	World History or Economics or Economics II and CWP	(Students must pass a math competency test or have four years of math credits.)	Science Electives				CERTIFICATION MOS Certification Work Readiness Credential		

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.checkoutacollege.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>Data Modeling/Warehousing and Database Administration</u></p> <ul style="list-style-type: none"> • Bates Technical College • Bellevue Community College • Edmonds Community College • Highline Community College • New Horizons Computer Learning Center • Sqlsoft Inc. • Strategy Computers Technical Training Center • University of Phoenix-Seattle Campus • Yakima Valley Community 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>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>Data Modeling/Warehousing and Database Administration</u></p> <ul style="list-style-type: none"> • Bates Technical College • Bellevue Community College • Edmonds Community College • Pierce College at Fort Steilacoom • Seattle Community College-Central Campus • South Puget Sound 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>Computer Information Sciences</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>Marketing Management</u></p> <ul style="list-style-type: none"> • Some 4yr state and private colleges

*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>