



# PROGRAM OF STUDY





Career Cluster: Marketing, Sales and Service

Career Cluster Pathway: Professional Sales and 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>  Digital Communications/ Digitools Computer Applications Intro to Banking and Finance Advanced Banking and Finance Marketing/School Store Sign Making Broadcasting Advanced Broadcasting Yearbook Food Service/ Culinary Arts I Food Service/ Culinary Arts II Work Based Learning CTE Grad Project	<b>Little or No Preparation</b> • Cashiers* • Combined Food Preparation • Counter and Rental Clerks* • Driver/Sales Workers* • Demonstrators and Product Promoters* • Door-to-Door Sales • Fast Food* • Retail Salesperson • Telemarketer* • Waiters and Waitresses* <b>Some Preparation</b> • Tellers* • Cooks, Institution and Cafeteria* • Gaming Dealers • Customer Service Reps.* • Data Entry* • Industrial/Commercial Sales Representative • Merchandise Displayers • Real Estate Agents* • Retail Sales Specialist • Sales/Marketing Associate
	10	English 2 or Honors English 2	US History	*Class of 2013 (add't 1.0 credit)  <b>or</b>  Algebra II	Biology <b>or</b> AP Biology <b>or</b> Biotechnology <b>or</b> Horticulture <b>or</b> Natural Resources I			Elective courses (6.5)	<b>LEADERSHIP</b>  FBLA Skills USA Bobcat Pride	• Waiters and Waitresses* <b>Medium Preparation</b> • Appraisers, Real Estate • Bookkeeping, Accounting, Clerks* • Fashion Designer • First-line supervisors of sales workers • Floral Designers • Food Service Managers • Insurance Agents • Interior Designers • Public Relations Specialists • Territory Account Manager • Wholesale and Retail Buyers
	11	English Electives or Business English	World History <b>or</b> Economics <b>or</b> Economics II	Pre-Calculus  <b>or</b>  Calculus  <b>or</b>  CTE Equivalent		Credits from Art Courses  <b>or</b>  CTE Equivalent		Credits from Health and Fitness Courses  <b>**Successfully completing two years of physical education and one semester of health is required for high school graduation.</b>	Project Me  <b>and</b>  Other CAA requirements	<b>TECH PREP Articulations</b>  Digital Communications/Digitools – Grays Harbor College  Computer Applications – Grays Harbor College (12cr.)  Advanced Broadcastings – Bates (9cr.)  <b>CERTIFICATION</b>  MOS Certification Work Readiness Credential
	12	English Electives or Business English	World History <b>or</b> Economics <b>or</b> Economics II <b>and</b> CWP		(Students must pass a math competency test or have four years of math credits.)	Science Electives				

<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>	<b>Considerable Preparation</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>Fashion/Apparel Design</u></b></p> <ul style="list-style-type: none"> <li>• Art Institute of Seattle</li> <li>• Bates Technical College</li> </ul> <p><b><u>Floriculture/Floristry Operations and Management</u></b></p> <ul style="list-style-type: none"> <li>• Clover Park Technical College</li> </ul> <p><b><u>Food Marketing</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical 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>Real Estate</u></b></p> <ul style="list-style-type: none"> <li>• Bellevue Community College</li> <li>• Seattle Community College-North Campus</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>Apartment &amp; Condominium On-site Mgmt</u></b></p> <ul style="list-style-type: none"> <li>• North Seattle Community College</li> </ul> <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>Customer Service Mgmt &amp; Support/Call Center</u></b></p> <ul style="list-style-type: none"> <li>• Clark College</li> <li>• Clover Park Technical College</li> <li>• Highline Community College</li> <li>• North Seattle Community College</li> <li>• Spokane Community College</li> </ul> <p><b><u>Fashion Merchandising</u></b></p> <ul style="list-style-type: none"> <li>• Art Institute of Seattle</li> <li>• International Academy of Design and Technology</li> <li>• Edmonds Community College</li> <li>• Pierce Community College</li> <li>• Shoreline Community College</li> <li>• Spokane Falls Community College</li> </ul> <p><b><u>Marketing and Retail Management</u></b></p> <ul style="list-style-type: none"> <li>• Some technical and community colleges</li> </ul> <p><b><u>Real Estate</u></b></p> <ul style="list-style-type: none"> <li>• Bellevue Community College</li> <li>• North Seattle Community College</li> <li>• Pierce Community College</li> <li>• Spokane Falls Community College</li> </ul> <p><b><u>Retailing and Retailing Skills</u></b></p> <ul style="list-style-type: none"> <li>• Bates Technical College</li> <li>• Clark College</li> <li>• Highline Community College</li> <li>• Pierce Community College</li> <li>• Tacoma Community College</li> <li>• Walla Walla Community 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>Fashion/Apparel Design</u></b></p> <ul style="list-style-type: none"> <li>• International Academy of Design and Technology</li> </ul> <p><b><u>Insurance</u></b></p> <ul style="list-style-type: none"> <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> <p><b><u>Real Estate</u></b></p> <ul style="list-style-type: none"> <li>• Washington State University</li> </ul>	<ul style="list-style-type: none"> <li>•  Alternative Fuels Policy Analyst and Business Sales</li> <li>• CTE Teacher</li> <li>• Financial Analysts</li> <li>• Regional/National Account Managers</li> <li>•  Residential/Commercial Solar Sales Consultant</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>