

# MARKETING

This Program of Study prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives. These include areas such as brand management, professional sales, merchandising, marketing communications and market research.

**Pathways:**

- Marketing Management
- Professional Sales
- Merchandising
- Marketing Communications
- Marketing Research



## Suggested Learning Experiences

Middle School Electives		
Courses	Grade 7	Grade 8
<b>Additional Electives</b>	<ul style="list-style-type: none"> <li>• Band</li> <li>• Choir</li> <li>• Orchestra</li> <li>• Advanced Art 7</li> <li>• Exploring AgriScience</li> <li>• Exploring French &amp; Spanish</li> <li>• Online Language Exploration</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Art 8</li> <li>• Art 8</li> <li>• Online Language Exploration</li> <li>• Exploring French &amp; Spanish</li> <li>• French I</li> <li>• Spanish I</li> <li>• Band</li> <li>• Choir</li> <li>• Orchestra</li> <li>• Exploring AgriScience &amp; Gateway Innovation &amp; Robotics</li> <li>•</li> </ul>

High School Electives				
Courses	Grade 9	Grade 10	Grade 11	Grade 12
<b>Additional Electives</b>	<ul style="list-style-type: none"> <li>• World Languages</li> <li>• Drama</li> <li>• Intro to Design</li> </ul>	<ul style="list-style-type: none"> <li>• World Languages</li> </ul>	<ul style="list-style-type: none"> <li>• World Languages</li> <li>• AP Economics</li> <li>• Psychology</li> </ul>	<ul style="list-style-type: none"> <li>• World Languages</li> </ul>
<b>Career &amp; Technical Education</b>	<ul style="list-style-type: none"> <li>• Web Design</li> <li>• AP Human Geography</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Marketing</li> <li>• Food &amp; Hospitality</li> </ul>	<ul style="list-style-type: none"> <li>• TC Business Core</li> <li>• Adv. Web Design</li> </ul>	<ul style="list-style-type: none"> <li>• TC Accounting I &amp; II,</li> <li>• Work-Based Learning Options below</li> </ul>
<b>English</b>	<ul style="list-style-type: none"> <li>• English I R/H/Essentials</li> </ul>	<ul style="list-style-type: none"> <li>• English II R/H/Essentials</li> <li>• AP Lang/US History</li> <li>• Speech</li> </ul>	<ul style="list-style-type: none"> <li>• English III R/H/Essentials</li> <li>• AS Oral and Interpersonal Communication</li> <li>• AP Lang &amp; Comp</li> </ul>	<ul style="list-style-type: none"> <li>• AS Written Comm 101/102</li> <li>• TC English 101/102</li> <li>• AP Lit &amp; Comp</li> <li>• Contemporary Media &amp; Lit</li> <li>• English IV Essentials</li> </ul>

## High School Electives Cont.

Courses	Grade 9	Grade 10	Grade 11	Grade 12
<b>Math</b>	<ul style="list-style-type: none"> <li>• Essentials I</li> <li>• Algebra I</li> <li>• Geometry</li> </ul>	<ul style="list-style-type: none"> <li>• Essentials II</li> <li>• Algebra II</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Math Applications</li> <li>• Pre-Calculus</li> <li>• AP Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• AS Technical Math</li> <li>• Math 105/110</li> <li>• AP Calculus</li> </ul>
<b>Science</b>	<ul style="list-style-type: none"> <li>• Biology</li> <li>• Earth &amp; Space Science</li> <li>• Agriscience</li> </ul>	<ul style="list-style-type: none"> <li>• Chemistry</li> <li>• AP Biology</li> <li>• Earth &amp; Space Science</li> </ul>	<ul style="list-style-type: none"> <li>• AP Biology</li> <li>• AP Chemistry</li> <li>• Physics, AP Environmental Science</li> </ul>	<ul style="list-style-type: none"> <li>• Science Electives</li> </ul>
<b>Social Studies</b>	<ul style="list-style-type: none"> <li>• US History &amp; American Gov R/Essentials/AP</li> </ul>	<ul style="list-style-type: none"> <li>• American Republic R/Essentials</li> <li>• AP US History, AP Lang/US History</li> </ul>	<ul style="list-style-type: none"> <li>• World Studies</li> <li>• AP World History</li> <li>• AP European History</li> </ul>	<ul style="list-style-type: none"> <li>• Crime Justice &amp; Law or Social Science Elective</li> </ul>
<b>Other Required</b>	<ul style="list-style-type: none"> <li>• Computer Applications R/H</li> <li>• Healthy Choices</li> <li>• Physical Education</li> </ul>	<ul style="list-style-type: none"> <li>• Physical Education</li> <li>• Computer Applications R/H</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer &amp; Personal Finance</li> <li>• Physical Education</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer &amp; Personal Finance</li> <li>• Physical Education</li> </ul>
<b>Work-Based Learning Options</b>	Business Internship, Youth Apprenticeship, Family & Consumer Sciences Internship			
<b>Other Activities</b>	Arts Club, FBLA, FCCLA, Musicals, Madrigals, Plays, National Honor Society, Pathway Partners, Student Council, Youth Service Learning			

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## Career Types by Pathway

HIGH SCHOOL DIPLOMA ON-THE-JOB TRAINING	CERTIFICATE/LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
<b>MARKETING COMMUNICATIONS</b>				
	<ul style="list-style-type: none"> <li>Practitioners</li> <li>Public Relations</li> <li>Public Relations Society of America</li> </ul>	<ul style="list-style-type: none"> <li>Business</li> <li>Marketing</li> <li>Small Business Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration</li> <li>Communication</li> <li>Management</li> <li>Marketing</li> <li>Public Relations</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration</li> <li>Master of Marketing</li> </ul>
<b>MARKETING MANAGEMENT</b>				
<ul style="list-style-type: none"> <li>Industry and Trade Association Programs</li> <li>Conferences Seminars</li> </ul>		<ul style="list-style-type: none"> <li>Business Administration</li> <li>Entrepreneurship</li> <li>Management</li> <li>Marketing</li> <li>Small Business Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration</li> <li>Management</li> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration</li> <li>Master of Marketing</li> </ul>
<b>MARKETING RESEARCH</b>				
	<ul style="list-style-type: none"> <li>Product Vendors</li> <li>Professional and Technical Organizations</li> <li>Software Firms</li> </ul>	<ul style="list-style-type: none"> <li>Business</li> <li>Continued Education for Rapid Technological Advances</li> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration</li> <li>Economics</li> <li>Information Science</li> <li>Information Systems</li> <li>Management</li> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration</li> <li>Master of Marketing</li> </ul>
<b>MERCHANDISING</b>				
		<ul style="list-style-type: none"> <li>Business</li> <li>Administration Business</li> <li>Marketing</li> <li>Merchandising</li> <li>Sales</li> <li>Customer Service</li> <li>Small Business Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration</li> <li>Management</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration</li> </ul>
<b>PROFESSIONAL SELLING</b>				
	<ul style="list-style-type: none"> <li>Management</li> </ul>	<ul style="list-style-type: none"> <li>Business</li> <li>Business Administration</li> <li>Customer Service</li> <li>Marketing</li> <li>Retail Management</li> <li>Sales</li> <li>Small Business Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Administration</li> <li>Management</li> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Master of Business Administration</li> <li>Master of Marketing</li> </ul>