

# Marketing, Sales & Service Career Plan of Study

This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each student's educational and career goals. All plans should meet high school graduation requirements as well as college entrance requirements.

**Required Courses**

**Recommended Courses**

	<b>9<sup>th</sup> Grade</b>	<b>10<sup>th</sup> Grade</b>	<b>11<sup>th</sup> Grade</b>	<b>12<sup>th</sup> Grade</b>
<b>HIGH SCHOOL COURSES</b>	English 9 or Honors English 9	English 10 or Honors English 10	English 11 or Honors English 11	2 English Electives or AP English
	Algebra I or Honors Algebra II	Geometry or Honors Geometry	Algebra/Trig or Honors Pre-Calculus	Pre-Calculus, AP Calculus, Stats or AP Stats
	Biology, Advanced Biology, or Honors Biology	Chemistry, Advanced Chemistry, or Honors Chemistry	Physics, Advanced Physics, or Honors Physics	AP Physics, AP Biology, AP Chemistry, Anatomy & Physiology
	World Cultures	US History I / US History II	US History III or APUSH / Economics	
	PE 9 / Health	PE 10	PE 11	
	<b>Computer Requirement:</b> grade 7-12 Computer Applications, Computer Studies, Programming 1, or Intro to Auto CADD			
	<b>Possible Electives:</b> Art, Global Language, Music	<b>Possible Electives</b> Art, Global Language, Music	<b>Additional High School Electives:</b> Art, Global Language, Music	
<b>Career Electives</b> Intro to Business Event Marketing Art Electives	<b>Career Electives</b> Business Communications Principles of Marketing Art Electives: Digital Photography Yearbook	<b>Career Electives</b> Accounting 1 / Advanced Accounting Principles of Management A Psychology, Sociology, crime in America, AP Psychology Advanced Communication Art Electives	<b>Career Electives</b> Principals of Management B Math: Statistics/ AP Statistics Co-op <b>Youth Options</b> Please see your counselor	
<b>CAREER OPTIONS</b>	<b>Occupations related to this career cluster:</b>			<b>Volunteer/Other Opportunities</b>
	Advertising (Managers, Account Executives, Sales Representatives), Direct Sales Representatives, Marketing Managers, Purchasing Managers, Customer Service Representatives, Antique/Collectible Dealers, Auctioneers, Automobile Salespersons, Insurance Agents, Real Estate Agents & Brokers, Buyers, Department Store Managers, Purchasing Agents, Advertising Layout Designers, Business Agents, Food Stylists, Market Research Analysts, Wedding Planners, Small Business Owners, Research Analysts, and Public Relations Managers  More occupations can be found at <a href="http://www.wiscareers.wisc.edu">www.wiscareers.wisc.edu</a> . (HOT) Job openings in these occupations are projected to increase by at least 27% over the next 10 years.			Numerous volunteer opportunities available at: <a href="http://www.volunteermilwaukee.org">www.volunteermilwaukee.org</a>
<b>POST SECONDARY</b>	<b>Technical College</b>	<b>College/University</b>		<b>Military</b>
	<u>AAS/Associate Degree = 2 year program</u> Marketing, Logistics, Fashion Marketing, Real Estate, Retail Management, Business Management, Banking and Financial Services, Hotel -Hospitality Management, Meeting & Event Management  <u>Technical Diploma = 1 year program</u> Customer Information Specialist	<u>Possible Majors/Degrees</u> Marketing, Marketing Research, Buying & Merchandising, Retail Management, Business, Auctioneering, Fashion Merchandising, Public Relations, Entrepreneurial and Small Business Operations, Finance, International Business, Hospitality Management, and Restaurant and Food Services Management  More majors/degrees can be found at <a href="http://www.wiscareers.wisc.edu">www.wiscareers.wisc.edu</a> .		Communications Managers Purchasing & Contracting Managers International Relations Officers  Obtain local recruiter contact information in guidance services.

