



Recommended Program of Study for: Marketing



Career Cluster: Marketing	Pathway Name: Professional Sales, Services, Management, Marketing, Communications, Promotion & Merchandising			
9th Grade	10th Grade	11th Grade	12th Grade	Postsecondary Schools
English 9	English 10	English 11	English 12	
Algebra I	Geometry	Algebra II or equivalent	Math Elective	
Physical Science	Biology	Chemistry	Physics	
World History	United States History I	United States History II	Government/Economics	
Career Preparedness	Health/Elective	Elective	Elective	
Physical Education	Elective	Elective	Elective	
Business Technology Applications	Career Preparedness	Business Essentials	Sales and Promotion Planning	
Marketing Principles	Commerce Communication 1 credit	Commerce Communication 1/2 credit	Entrepreneurship	
Senior Career Pathway Project -Marketing				
Career and Technical Education and /or Foreign Language and /or Arts Education (3 credits)				Career and Technical Student Organizations
Work-based Learning	Secondary	- Articulation -		
Job Shadowing Internship / Work Experience Career Day / Fair Field Trips / Guest Speakers				TSA
CTE Assessments	Available Industry Certifications		High Wage-High Skill- High Demand Careers	
	<u>Certification</u>	<u>Provider</u>		