

CAREER PROGRAM OF STUDY



Career Cluster: **MARKETING, SALES & SERVICE**

Pathway: *Marketing Communications; Marketing Management; Marketing Research; Merchandising; and Professional Selling*

Student Name: _____

Career Clusters identify pathways from high schools to two- and four-year technical colleges, universities, graduate schools, apprenticeship programs and the workplace so that learners can recognize the relationship between what they learn in school and what they can do in the future.

Knowledge and Skills Needed to Succeed in this Career Cluster: Problem Solving and Critical Thinking, Information Technology Applications, Systems, Safety, Health and Environmental, Leadership and Teamwork, Ethics and Legal Responsibilities, Employability and Career Development, and Technical Skills.

		9 th Grade	10 th Grade	11 th Grade	12 th Grade
English	English	<i>Core Courses</i>			
		English I English Prep 2 English Prep 1	English II Basic Skills English English Prep 2 English Prep 1	Adv. Comp. & Early Amer. Lit. American Literature Basic Skills English English Prep 2	AP English World Literature Adv. Comp. & Early Amer. Lit. Technical Writing Everyday English
Social Studies	Social Studies	<i>Schedule a Sophomore Individual Planning Conference with your Counselor</i>			
		U.S. History	World History	Modern American History (req.) Psychology Sociology Comparative Politics Modern Global Issues	AP American History Pop Culture Microeconomics Macroeconomics
Math	Math	<i>Schedule College Visits & College Entrance Exams for Junior Year</i>			
		Algebra I Extended Algebra Geometry	Geometry Extended Geometry Algebra II	Probability & Stats Adv. Geometry Pre-Calculus FST	AP Calculus Discrete Math ACT Math Prep
Science	Science	<i>Schedule Senior Interview with your Counselor before October 1</i>			
		Integrated Science Biology Plant Science	Biology Chemistry Animal Science	Physics AP Chemistry AP Physics	AP Biology Food Science Animal Health & Nutrition

CAREER ENHANCEMENT	Elective Courses Within This Cluster Include:		School Activities
	Personal Finance Intro to Microsoft Office Advanced Microsoft Office Sports & Entertainment for Business Business Management Graphic Design Web Design Yearbook Publication Employability Skills Pop Culture	Drawing I Drawing II Art Fundamentals Photography I Creative Writing Accounting I Accounting II Macroeconomics Microeconomics Agri-Business	FBLA Student Council FFA Spanish Club German Club

Student Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Counselor Signature: _____ Date: _____



MARKETING, SALES & SERVICE

Career Majors		
POST SECONDARY PROGRAMS	Wisconsin Technical College System – 2 year www.witechcolleges.com	
	Wisconsin College/University System – 4 year www.uwhelp.wisconsin.edu Wisconsin Independent Colleges & Universities www.wisconsinmentor.org	
Administrative Assistant e-Commerce/Web Admin. Fashion Marketing Global Business Specialist Hotel & Restaurant Management Hotel/Hospitality Management Marketing Marketing & Graphic Communications	Meeting & Event Management Recreation Management Retail Management Small Business Operation Technical Communications Travel Services Web Developer	Entrepreneurship and Small Business Graphic Communications Management Marketing Service Management
<i>Learn more about career programs at www.careervoyages.com</i>		

Specialty Careers / Occupations					
Marketing Management	Professional Selling	Merchandising	Marketing Communications	Marketing Research	
SAMPLE CAREER OCCUPATIONS	Administrative Support Representatives Chief Executive Officers Customer Service Rep. Entrepreneurs Franchisees Independent X's (e.g., distributor) Owners Partners Presidents Principals Proprietors Small Business Owners	Account Executives Administrative Support Representatives Agents Brokers Business Development Manager Channel Sales Managers Client Relationship Managers Customer Service Rep. Field Marketing Rep. Field Representatives Inbound Call Managers Industrial Sales Rep. Key Account Managers Manufacturer's Rep. National Account Managers Outside Sales Rep. Regional Sales Managers Retail Sales Specialists Sales Engineers Sales Executives Sales/Marketing Associates Salespersons Solutions Advisors Technical Sales Specialists Telemarketers Territory Representatives Territory Managers	Administrative Support Representatives Clerks Customer Service Representatives Department Managers Merchandise Buyers Merchandising Managers Operations Managers Retail Marketing Coordinators Sales Associates Sales Managers Store Managers Visual Merchandise Managers	Account Executives Account Supervisors Administrative Support Representatives Advertising Managers Analysts Art/Graphics Directors Circulation Managers Contract Administrators Co-op Managers Copywriters Creative Directors Customer Service Rep. Interactive Media Specialists Marketing Associates Media Buyers/Planners Promotions Managers Public Information Directors Public Relations Managers Research Assistants Research Specialists Sales Promotion Managers Sales Representatives Trade Show Managers	Administrative Support Representatives Analysts Brand Managers CRM Managers Customer Satisfaction Managers Customer Service Representatives Database Analysts Database Managers Directors of Market Development Forecasting Managers Frequency Marketing Specialists Interviewers Knowledge Management Specialists Marketing Services Managers Planning Analysts Product Planners Research Associates Research Project Managers Research Specialists Research Managers Strategic Planners Strategic Marketer
<i>Learn more about specific occupations at: http://www.bls.gov/oco/</i>					

