



Consumer Services

Career Goals (O*NET Code): Retail Salesperson (41-2031), Sales Representative, Wholesale & Mfg (41-4011/12), Wholesale & Retail Buyer (13-1022), Advertising & Promotions Manager (11-2011), Sales Manager (11-2022), Market Research Analyst (19-3021).

Cluster Overview: Preparing individuals for employment in career pathways that relate to families and human needs.

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

High School	9th	Core Courses:	English I Algebra I Biology	World Geography Languages other than English I Health/PE or Equivalent	Curricular Experiences: DECA Family, Career and Community Leaders of America Career Learning Experiences: Career Preparation (Paid/Unpaid) Internship Job Shadowing	Extracurricular Experiences: Language Immersion Programs 4-H Youth Development School Newspaper School Organization Officer Speech & Debate Team Student Government Service Learning Experiences: Campus Service Organizations Community Service Volunteer Peer Mentoring / Peer Tutoring
		Career-Related Electives:	Personal and Family Development or Introduction to Business			
	10th	Core Courses:	English II Geometry Chemistry	World History Languages other than English II Technology Applications		
		Career-Related Electives:	Apparel or Textile and Apparel Design or Retailing or Advertising			
	11th	Core Courses:	English III Mathematical Models with Applications Physics	United States History Communication Applications PE or Equivalent		
		Career-Related Electives:	Textile and Apparel Production, Management, and Services I* or Professional Selling or Technology in Marketing or Languages other than English III			
	12th	Core Courses:	English IV Algebra II Environmental Systems	Government/Economics Fine Arts		
		Career-Related Electives:	Textile and Apparel Production, Management, and Services II* or Family and Career Management or Independent Study or Languages other than English IV			
Postsecondary	On-the-Job Training	Retail Salesperson NOTE: These experiences may be started and/or completed as part of the high school experience.			Professional Associations: American Academy of Advertising American Purchasing Society International Textile & Apparel Association Sales & Marketing Professionals International	
	Certificates	Customer Service OSHA CareerSafe Note: Students may earn all or part of these certificates as part of the high school experience.				
	Associate's Degrees	15 hours Core Curriculum including Business Computer Applications (BCIS 1X05) OR Microcomputer Applications (COSC 1X01) International Marketing Management (IBUS 1X54) OR Introduction to International Business and Trade (IBUS 1X05) Advertising and Sales Promotions (MRKG 2X49) OR Introduction to Advertising (COMM 2X27) Principles of Selling (MRKG 2X33) OR Salesmanship (BUSI 1X11) Visual Merchandising (FSHN 2X20) Customer Relations (MRKG 1X01) Business Communications (BUSI 1X04) Public Relations (MRKG 1X31) Marketing Research and Strategies (MRKG 2X48) Principles of Purchasing (BMGT 1X13) Production and Operations Management (BMGT 1X13) Principles of Retailing (MRKG 1X02) E-Commerce (MRKG 2X12) Small Business Operations (BUSG 1X15)				
		Career Options:	Assistant Store Manager Retail Salesperson Merchandise Displayer			
Bachelor's Degrees	Advertising Entrepreneurship Marketing Business Administration Fashion Merchandising Merchandising Clothing & Textile Merchandising Management Public Relations			Certificates, Licenses & Credentials Industry specific		
Graduate Degrees	Advertising General Business Merchandising Business Administration Management Public Relations Fashion Merchandising Marketing			Career Options: Assistant Buyer Sales Manager Manufacturer's Agent Sales Representative Retail/Wholesale Buyer Sales Trainer		

* May substitute for the required credit for Physical Education
 ** Satisfies the required credit for Technology Applications
 *** May substitute for the required credit for Health Education

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses, if possible.

This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2007. All plans should meet High School graduation requirements as well as college entrance requirements. Students may select other elective courses for personal enrichment purposes.