



Consumer Services

Career Goal (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) Job Shadowing Internship	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:	Housing or Interior Design or Advertising or Retailing			
	11th	Core Courses:	English III Mathematical Models with Applications Physics	United States History Communication Applications PE or Equivalent		
		Career-Related Electives:	Housing, Furnishings, and Equipment 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:	Housing, Furnishings, and Equipment Production, Management and Services II* or Family and Career Management or Independent Study or Languages other than English IV			
Postsecondary	On-the-Job Training	Furnishings Sales Associate Retail Salesperson Showroom Assistant			Professional Associations: American Academy of Advertising American Purchasing Society Sales & Marketing Professionals International	
	Certificates	Customer Service OSHA CareerSafe				
	Associate's Degrees	15 hours Core Curriculum including Business Computer Applications (BCIS 1X05) OR Micro Computer Applications (COSC 1X01)				
		Advertising and Sales Promotions (MRKG 2X49) OR Introduction to Advertising (COMM 2X27)				
		International Marketing Management (IBUS 1X54) OR Introduction to International Business and Trade (IBUS 1X05)				
		Basic Elements of Design (INDS 1X01) OR Design I (ARTS 1X11)				
Bachelor's Degrees	Advertising Business Administration Entrepreneurship		Home Furnishings Merchandising Management	Marketing Merchandising Public Relations		
	Advertising Business Administration General Business		Management Marketing	Merchandising Public Relations		

* 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.