Marketing Communications and Promotion

Career Goal (O*NET Code): Advertising Manager (11-2011), Advertising Agent (43-4151), Advertising Sales Agent (41-3011), Public Relations Specialist or Writer (27-3031).

Cluster Overview: Marketing, Sales, and Service careers encompass planning, managing, and performing marketing activities to rea organizational objectives.

SUGGESTED COURSEWORK

High School

9th	***Core Courses***	English I Algebra I Biology	World History Languages other than English I Health/PE or Equivalent
	Career-Related Electives	Principles of Marketing or Marketing Yourself AND Services Marketing or Technology in Marketing	
10th	***Core Courses***	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**
	Career-Related Electives	Retailing or Entrepreneurship or Advertising or Professional Selling	
11th	***Core Courses***	English III Mathematical Models Physics	United States History Communication Applications PE or Equivalent
	Career-Related Electives	Career Preparation I* or Business Image Management and Multimedia** or Business Computer Information Systems II or Sports and Entertainment Marketing or Marketing Dynamics	
12th	***Core Courses***	English IV Algebra II Environmental Systems	Government/Economics Fine Arts
	Career-Related Electives	Related Career Preparation I program* or Independent Study or Sports and Entertainment Marketing Management or Business Communications or Precalculus or Statistics or Marketing Management	

Postsecondary

On-the-Job Training

Account Sales
Publication Sales Agent
Advertising Sales Consultant
Appointment Setter
Outside Sales Intern
Call Center Representative

NOTE: These experiences may be started and/or completed as part of the high school experience.

Certificates

National Professional Certification in Customer Service
A*S*K Certification
OSHA CareerSafe
Adobe Certified Expert
Certified Sales Professional

NOTE: Students may earn all or part of these certificates as part of the high school experience.

Associate's Degrees

15 hours Core Curriculum
Cluster Foundation
Business Math (POFT 1X21)**OR** College Algebra (MATH 1X14)**OR** Contemporary Math I (MATH 1X32)**OR** Mathematics for Business and Social Sciences (MATH 1X24)**OR** Business Calculus (MATH 1X25)
Business Computer Applications (BCIS 1X05)**OR** Micro-Computer Applications (COSC 1X01)**OR** Computer Applications I (POFI 1X01) Integrated Software Applications I (ITSC 1X09)**OR** Introduction to Computers (ITSC 1X01)
Principles of Accounting - Financial (ACCT 2X01)**OR** Introduction to Accounting (ACNT 1X03)
Business Communications (BUSI 2X04)**OR** Communications in Management (BMGT 1X05)
Supervision (BMGT 1X01)**OR** Principles of Management (BMGT 1X27)
Salesmanship (BUSI 1X11)**OR** Principles of Selling (MRKG 2X33)
Principles of Marketing (MRKG 1X11)
Human Relations (HRPO 1X11)
Small Business Management (BUSG 2X09)
High Performance Work Teams (BMGT 1X07
Advanced Communications in Management (BMGT 2X05
Practicum/Coop/Internship (MRKG/BMGT)
POS Specific Courses
Intercultural Management (IBUS 2X41)**OR** International Marketing Management (IBUS 1X54
Basic Elements of Design (INDS 1X01)**OR** Design I (ARTS 1X11)
Introduction to Computer Graphics (ARTC 1X25)**OR** Digital Publishing I (ARTC 1X13)
Introduction to Technology and Human Communications (SPCH 2X01/COMM 2X01
Introduction to International Business and Trade (IBUS 1X05
Advertising and Sales Promotion (MRKG 2X49
Customer Relations (MRKG 1X01)
E-Commerce (MRKG 2X12)
Public Relations (MRKG 1X13)
Introduction to Advertising (COMM 2X27)
Introduction to Mass Communications (COMM 1X07
International Marketing Management (IBUS 1X54

Bachelor 's Degrees

Graphic Design	Mass Media	Business Administration
Art - Advertising Design	Public Relations	International Marketing
Communications - Media	Mass Communication	Journalism

Graduate Degrees

Advertising	Journalism	Radio, Television, and Film
Marketing	Public Relations	

EXTENDED LEARNING EXPERIENCES

Curricular Experiences:
Business Professionals of America
DECA
Future Business Leaders of America

Extracurricular Experiences:
Academic Decathlon
UIL
Language Tutor
Math Tutor
School Class Officer
School Newspaper
Yearbook

Career Learning Experiences:
Career Preparation (Paid/Unpaid)
Job Shadowing
Internship
School Based Enterprise

Service Learning Experiences:
Boys and Girls Clubs of America
Boy Scouts of America
Community Service Volunteer
Girl Scouts of the USA

Professional Associations:
Advertising Research Foundation
American Academy of Advertising
American Advertising Federation
Business Marketing Association
Public Relations Society of America
Society for Marketing Professional Services

Career Options:
Office Assistant
Adobe Graphics Editor

Career Options:
Media Staff
Marketing Associate
Promotions Coordinator
Public Relations Coordinator
Photographic Specialist

Licenses, Certifications & Credentials
None identified

Career Options:
Art/Graphics Director
Account Executive
Creative Director
Media Planner
Public Relations Manager

Career Options:
Research Specialist
Public Affairs Officer
Media Analyst
Media Director
Strategic Initiatives Director

*** 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.