



# E-Marketing

**Career Goal (O\*NET Code):** E-Commerce Marketing Specialist (99-0000), E-Commerce Worker (TBD), Marketing Manager (11-2021).

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

## SUGGESTED COURSEWORK

## EXTENDED LEARNING EXPERIENCES

<b>High School</b>	9th	<b>Core Courses</b>	English I Algebra I Biology	World Geography Languages other than English I Health/PE or Equivalent	<b>Curricular Experiences:</b> Business Professionals of America DECA Future Business Leaders of America  <b>Career Learning Experiences:</b> Career Preparation (Paid/Unpaid) Job Shadowing Internship School Based Enterprise	<b>Extracurricular Experiences:</b> Academic Decathlon UIL Language Tutor Math Tutor School Class Officer School Newspaper Yearbook  <b>Service Learning Experiences:</b> Boys and Girls Clubs of America Boy Scouts of America Community Service Volunteer Girl Scouts of the USA
		<b>Career-Related Electives</b>	Introduction to Business or Principles of Marketing or Technology in Marketing			
	10th	<b>Core Courses</b>	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**		
		<b>Career-Related Electives</b>	Business Computer Programming** or Web Mastering** or Fundamentals of the Internet or Networking Technologies			
	11th	<b>Core Courses</b>	English III Algebra II Physics	United States History Communication Applications PE or Equivalent		
		<b>Career-Related Electives</b>	Technology in Marketing or Principles of Marketing or Business Computer Information Systems II or Languages other than English III or Marketing Dynamics			
12th	<b>Core Courses</b>	English IV Precalculus Environmental Systems	Government/Economics Fine Arts			
	<b>Career-Related Electives</b>	E-Commerce or e-Marketing or Visual Merchandising or Telecommunications and Networking** or related Career Preparation program* or Independent Study or Statistics or Marketing Management				
	On-the-Job Training	Web Page Builder Marketing Intern	Business Office Assistant Customer Service Representative	Electronic Marketing Enrollment Processor Sales and Service Assistant		
	Certificates	Certified eMarketing Associate I-Net+ e-Biz OSHA CareerSafe		JAVA Certified Programmer Network+ E-Commerce Developer	<b>Career Options:</b> e-Commerce Tech JAVA Programmer Web Sales Agent Internet Entrepreneur	<b>Professional Associations:</b> Association of Financial Technology Computing Technology Industry Association Electronic Funds Transfer Association Institute of Certified E-Commerce Consultants International Webmasters Association World Organization of Webmasters
<b>Postsecondary</b>	Associate's Degrees	<b>15 hours Core Curriculum</b> <b>Cluster Foundation</b> Business Math (POFT 1X21) <b>OR</b> College Algebra (MATH 1X14) <b>OR</b> Contemporary Math I (MATH 1X32) <b>OR</b> Mathematics for Business and Social Sciences (MATH 1X24) <b>OR</b> Business Calculus (MATH 1X25) Business Computer Applications (BCIS 1X05) <b>OR</b> Micro-Computer Applications (COSC 1X01) <b>OR</b> Computer Applications I (POFI 1X01) <b>OR</b> Integrated Software Applications I (ITSC 1X09) <b>OR</b> Introduction to Computers (ITSC 1X01) Principles of Accounting - Financial (ACCT 2X01) <b>OR</b> Introduction to Accounting (ACNT 1X03) Business Communications (BUSI 2X04) <b>OR</b> Communications in Management (BMGT 1X05) Supervision (BMGT 1X01) <b>OR</b> Principles of Management (BMGT 1X27) Salesmanship (BUSI 1X11) <b>OR</b> Principles of Selling (MRKG 2X33) Principles of Marketing (MRKG 1X11) Small Business Management (BUSG 2X09) Information & Project Management (BMGT 1X09) Advanced Communications in Management (BMGT 2X05) <b>POS Specific Courses</b> Intercultural Management (IBUS 2X41) <b>OR</b> International Marketing Management (IBUS 1X54) Introduction to Computer Graphics (ARTC 1X25) <b>OR</b> Digital Publishing I (ARTC 1X13) <b>OR</b> Web Design Tools (ITSC 1X01) Advertising and Sales Promotion (MRKG 2X49) <b>OR</b> Introduction to Advertising (COMM 2X27) Economics of Transportation and Distribution (LMGT 1X45) Marketing Research and Strategies (MRKG 2X48) Introduction to International Business and Trade (IBUS 1X05) Principles of Exports (IBUS 1X01)			<b>Career Options:</b> Applications Developer Website Designer Web Developer Portal Programmer XML Tagger	
		<b>Licenses, Certifications &amp; Credentials</b> Industry specific				
	Bachelor's Degrees	Electronic Commerce Computer Science Financial Services Computer Information Systems	Banking and Financial Institutions Management Information Systems Consumer Science and Merchandising Communications - Electronic Media	<b>Career Options:</b> Consumer Analyst Marketing Manager Transaction Analyst Electronic Marketing Supervisor Visual Merchandising Specialist		
	Graduate Degrees	Business Administration - Information Systems Information Technology and Management Computer Education and Cognitive Systems	Electronic Commerce Telecommunications Marketing Research	<b>Career Options:</b> Brand Director Internet Investigator Business Portal Manager Director Broadcast Retailing EDI Expert		

\* 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.