



Professional Sales and Marketing

Career Goal (O*NET Code): Commercial/Exhibit Designer (27-1021/27-1027), Jeweler (51-9071), Demonstrator (41-9011), Materials Scientist (19-2032), Wholesale and Manufacturing Non-Technical Sales (41-4012).

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

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: Business Professionals of America DECA Family, Career and Community Leaders of America Future Business Leaders of America Career Learning Experiences: Career Preparation (Paid/Unpaid) Job Shadowing Internship School Based Enterprise	Extracurricular Experiences: Academic Decathlon UIL Language Tutor Math Tutor School Class Officer School Newspaper Yearbook Service Learning Experiences: Boys and Girls Clubs of America Boy Scouts of America Community Service Volunteer Girl Scouts of the USA
		Career-Related Electives	Principles of Marketing or Retailing or Entrepreneurship or Advertising or Recordkeeping			
	10th	Core Courses	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**		
		Career-Related Electives	Professional Selling or E-Commerce or Apparel AND Textile and Apparel Design			
	11th	Core Courses	English III Algebra II Physics	United States History Communication Applications PE or Equivalent		
		Career-Related Electives	Fashion Marketing or Travel and Tourism Marketing or Services Marketing and Business Image Management and Multimedia** or related Career Preparation I program* or Marketing Dynamics			
12th	Core Courses	English IV Statistics Earth and Space Science	Government/Economics Fine Arts			
	Career-Related Electives	Entrepreneurship or International Marketing or Introduction to Advertising or Industrial Ceramics or Foundry Operations or related Career Preparation II program* or Independent Study or Precalculus or Marketing Management				
Postsecondary	On-the-Job Training	Entrepreneur Telemarketer	New Accounts Representative Product Demonstrator or Promoter Plastic or Metal Model Maker	Precision Bench Worker Technical Sales Trainee	Career Options: Adobe Editor Outside Sales Rep Business Developer Web Banner Designer	Professional Associations: American Academy of Advertising American Management Association American Marketing Association Business Marketing Association Certified Marketing Services International, Inc. Direct Marketing Association International Textile and Apparel Association Jaycees Junior Chamber of Commerce Manufacturing Jewelers and Suppliers of America Retail, Wholesale, and Department Store Union Sales and Marketing Executives International
	Certificates	Adobe Certified Expert (ACE) Certified eMarketing Associate (CeMA) OSHA CareerSafe		Certified Sales Professional Certified Travel Associate (CTA) A*S*K Certification		
	NOTE: These experiences may be started and/or completed as part of the high school experience.					
Postsecondary	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) Small Business Management (BUSG 2X09) Information & Project Management (BMGT 1X09) Advanced Communications in Management (BMGT 2X05)			Career Options: Accessories Designer Franchise Manager Merchandise Displayer Retail Buyer Cost Estimator Orthotists or Prosthetics Precision Equipment Repairer	
		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) Principles of Purchasing (BMGT 1X13) Production and Operations Management (BMGT 1X31) Introduction to International Business and Trade (IBUS 1X05) Marketing Research and Strategies (MRKG 2X48)				
	Bachelor's Degrees	Industrial Design Geography Material Sciences Mining Engineering	Rehabilitation Engineering Metallurgical Engineering Mexican Trade and Management Small Business Administration	Commercial and Advertising Art Design and Applied Arts Design/Visual Communications Graphic Design	Career Options: Commercial Designer Geological Technician Metal Supplier Exhibit Designer Commercial Artist International Sales Representative Small Business Owner	
	Graduate Degrees	Business Administration International Trade	Archival Administration Heritage Management	Biomedical Sciences Environmental Science Safety Engineering	Career Options: Materials Scientist Mineral Engineer Manufacturing Executive Commodities Trader Consultant	

* 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.