



Marketing Information Management and Research

Career Goal (O*NET Code): Market Research Analyst (19-3021), Marketing Manager (11-2021), Survey Researcher (19-3022).

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 Future Business Leaders of America	Extracurricular Experiences: Academic Decathlon UIL Language Tutor Math Tutor School Class Officer School Newspaper Yearbook	
		Career-Related Electives	Principles of Marketing and Entrepreneurship or Marketing Yourself AND Business Ownership				
	10th	Core Courses	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**			
		Career-Related Electives	International Marketing or Services Marketing or E-Commerce or Technology in Marketing or Database Fundamentals or Computer Programming I **				
	11th	Core Courses	English III Algebra II Physics	United States History Communication Applications PE or Equivalent	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	
		Career-Related Electives	Related Career Preparation I program* or Accounting I or Business Computer Information Systems II or Business Image Management and Multimedia** or Telecommunications and Networking** or Advertising or Marketing Dynamics				
	12th	Core Courses	English IV Statistics Environmental Science	US Government/Economics Fine Arts			
		Career-Related Electives	Related Career Preparation II program* or Independent Study or Accounting II or Business Law AND Banking and Financial Systems or Precalculus or Marketing Management				
	On-the-Job Training	Interviewer Telemarketer	Survey Assistant Product Demonstrator	Advertising Design Assistant Sales Associate	Professional Associations: American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneur Association National Bureau of Certified Consultants Sales and Marketing Executives International Society of Marketing Professional Services YoungBiz		
		NOTE: These experiences may be started and/or completed as part of the high school experience.					
Certificates	Certified e-Marketing Associate (CeMA) National Professional Certification in Customer Service Microsoft Office Specialist (MOS) Oracle Certified Database Associate		Internet and Computing Core Certification (IC3) OSHA CareerSafe A*S*K Certification JAVA Certified Programmer	Career Options: Web Researcher Office Assistant Programmer Database Associate			
	NOTE: Students may earn all or part of these certificates as part of the high school experience.						
Postsecondary	Associate's Degrees	15 hours Core Curriculum including Principles of Macroeconomics (ECON 2X01) OR Principles of Microeconomics (ECON 2X02) 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) Advanced Communications in Management (BMGT 2X05) High Performance Work Teams (BMGT 1X07) POS Specific Courses Marketing Research & Strategies (MRKG 2X48) Introduction to International Business and Trade (IBUS 1X05) Intercultural Management (IBUS 2X41) OR International Marketing Management (IBUS 1X54) OR Production and Operations Management (BMGT 1X31) Spreadsheets (POFI 1X49) OR Advanced Spreadsheets (ITSC 2X34)			Career Options: Assistant Product Manager Cost Estimator Database Specialist Mathematical Technician Merchandiser		
		Licenses, Certifications & Credentials Industry specific					
	Bachelor's Degrees	Economics Mathematics Statistics	Marketing International Economics and Finance Mathematical Economic Analysis	Computer Information Systems Management Information Systems Social / Political Science	Career Options: Data Analyst Data Miner Operations Research Analyst Research Analyst Statistician		
		Economics Research Public Health Economics Quantitative Economics	Econometrics Marketing Research Sociology	Comparative Government and Politics Political Theory and Methodology	Career Options: Economist Intelligence Specialist Business Forecaster Business Process Modeler Opportunity Analyst		

* 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.