



# Professional Sales and Marketing

**Career Goal (O\*NET Code):** Wholesale and Manufacturing Technical Sales Representative (41-4011/41-4012), Retail Sales (41-2031), Demonstrator (41-9011), Industrial Designer (27-1021), International Sales (41-4011), 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

<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>Extracurricular Experiences:</b> Academic Decathlon UIL Junior Engineering Technical Society Language Tutor Math Tutor School Class Officer School Newspaper Yearbook	
		<b>Career-Related Electives</b>	Marketing Yourself or Principles of 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>	Professional Selling AND E-Commerce or E-Marketing or Advertising				
	11th	<b>Core Courses</b>	English III Algebra II Physics	United States History Communication Applications PE or Equivalent	<b>Career Learning Experiences:</b> Career Preparation (Paid/Unpaid) Job Shadowing Internship School-Based Enterprise		<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>	Technology in Marketing or Services Marketing or related Career Preparation I program* or Marketing Dynamics				
	12th	<b>Core Courses</b>	English IV Precalculus Engineering	Government/Economics Fine Arts			
		<b>Career-Related Electives</b>	International Marketing or Technical Introduction to Engineering Systems or Computer Aided Drafting or Introduction to Computer Maintenance or related Career Preparation II program* or Independent Study or Calculus or Marketing Management				

<b>Postsecondary</b>	<b>On-the-Job Training</b>	Telemarketer Parts Sales Person	New Accounts Representative Product Demonstrator	Technical Sales Trainee	<b>Career Options:</b> Web Researcher Web Advertiser Wholesale Sales Associate Advertising Sales In or Outside Salesperson	<b>Professional Associations:</b> American Machine Tool Distributors' Association American Management Association American Marketing Association Business Marketing Association Certified Marketing Services International, Inc. Jaycees Junior Chamber of Commerce National Federation of Business Sales and Marketing Executives International Society of Marketing Professional Services Texas Engineering and Technical Consortium
	<b>Certificates</b>	Certified Sales Professional National Professional Certification in Customer Service OSHA CareerSafe		Certified e-Marketing Associate (CeMA) A*S*K Certification		

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

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

<b>Postsecondary</b>	<b>Associate's Degrees</b>	15 hours Core Curriculum <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) Human Relations (HRPO 1X11) Small Business Management (BUSG 2X09) Information & Project Management (BMGT 1X09) Advanced Communications in Management (BMGT 2X05) Practicum/Coop/Internship (MRKG/BMGT) High Performance Work Teams (BMGT 1X07)			<b>Career Options:</b> Cost Estimator Marketing Researcher Purchasing Agent Independent Distributor Package Designer Sales Specialist Wholesale and Retail Buyer
		<b>POS Specific Courses</b> Intercultural Management (IBUS 2X41) <b>OR</b> International Marketing Management (IBUS 1X54) Basic Elements of Design (INDS 1X01) <b>OR</b> Design I (ARTS 1X11) Introduction to Computer Graphics (ARTC 1X25) <b>OR</b> Digital Publishing I (ARTC 1X13) Principles of Purchasing (BMGT 1X13) E-Commerce (MRKG 2X12) Production and Operations Management (BMGT 1X31) High Performance Work Teams (BMGT 1X07) Introduction to International Business and Trade (IBUS 1X05) Advertising and Sales Promotion (MRKG 2X49) Marketing Research and Strategies (MRKG 2X48)			

<b>Postsecondary</b>	<b>Bachelor's Degrees</b>	Advertising Communications Marketing Sales Operations	Managerial Economics Small Business Administration Technology Commercialization and Management	Biotechnologies Computer Science Electrical Engineering Mechanical Engineering	<b>Career Options:</b> Marketing Director Product Manager Sales Engineer Field Sales Representative International Salesperson Technical Communicator
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<b>Postsecondary</b>	<b>Graduate Degrees</b>	Finance Material Sciences Operations Research	Comparative and International Law Industrial - Organizational Psychology Technology/Performance Improvement	Industrial Engineering Interdisciplinary Studies Business Administration	<b>Career Options:</b> General Manager Industrial Designer National Accounts Manager Product Line Leader Regional Sales Director Product Engineer
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\* 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.