



Cluster Overview: Careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

Professional Sales & Marketing

Student Name _____

Entered 9th grade: 20_____ - 20_____

ID _____ **Grade:** 9 10 11 12

Diploma Plan: RHSP DAP* MHSP TEXAS SCHOLAR

Note 1: Health and technology Applications locally required Note 2: Entered 9th grade in 2010 - 2011 and thereafter must include Fine Arts

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:				
High School	9th	Core Courses:	English I / PAP Algebra I / Geometry / PAP Biology / PAP	World Geography / PAP Spanish I P. E. Fine Arts / Tech App (BIM)	<p>Curricular Experiences: Business Professionals of America DECA Future Business Leaders of America</p> <p>Career Learning Experiences: Career Preparation Internship Job Shadowing School Based Enterprise</p>	
		Career-Related Electives:	Principles of Business, Marketing and Finance / Money Matters (BIM)			
	10th	Core Courses:	English II / PAP Geometry / Algebra II / PAP Chemistry / PAP IPC	World History / PAP Spanish II (BIM)Tech App / Fine Arts		Elective: Elective:
		Career-Related Electives:	Retailing and E-tailing/ or Sportsand Entertainment Marketing or Entrepreneurship			
	11th	Core Courses:	English III / AP Adv. Math IV Algebra II* /MMA/ Pre-Cal / PAP/ DC Physics* PTI Chemistry / PAP	United States History / AP / DC Professional Communications / Comm Appl / Health Spanish III / DC		
		Career-Related Electives:	Marketing Dynamics or Retailing and E-tailing/ or Sportsand Entertainment Marketing or Entrepreneurship			
	12th	Core Courses:	English IV / AP / DC Algebra II/ Adv Math IV / Pre-Cal /PAP Calculus AP/ Math DC	Physics / PTI Fourth Science: Government/ AP/ DC Economics / AP/ DC Electives:		
		Career-Related Electives:	Marketing Dynamics or Practicum in Marketing Dynamics			
On-the-Job Training	Green Marketers Interviewer	Product Demonstrator Sales Associate	Survey Assistant Telemarketer			
Certificates	A*S*K Customer Service e-Marketing Associate	Internet and Computing Core JAVA Programmer Microsoft Office Specialist	Oracle Database Associate OSHA CareerSafe			
Postsecondary	Associate Degrees	Advertising Business Information and Data Processing	International Business	Marketing Management & Research	<p>Career Options: Assistant Product Manager Cost Estimator</p>	<p>Professional Associations: American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneurs Association National Bureau of Certified Consultants Sales and Marketing Executives International Society of Marketing Professional Services YoungBiz</p>
	Bachelor Degrees	Computer Information Systems Economics	International Economics & Finance Marketing Mathematical Economic Analysis	Mathematics / Statistics Management Information Systems Social / Political Science	<p>Career Options: Data Analyst Data Miner</p>	
	Graduate Degrees	Comparative Government & Politics Economics Research	Econometrics Marketing Research Political Theory & Methodology	Public Health Economics Quantitative Economics Sociology	<p>Career Options: Economist Intelligence Specialist</p>	

COLLEGE CREDIT OPPORTUNITIES -- High School

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.

Students may select other elective courses for personal enrichment purposes.

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 2009. All plans meet high school graduation requirements as well as college entrance requirements.