



Marketing

Marketing Communications and Promotion



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

Career Goal (O*NET Code): Advertising and Promotions Manager (11-2011), , Advertising Sales Agent (41-3011), Public Relations Specialist or Writer (27-3031), Production, Planning and Expediting Clerk (43-5061), Graphics Designer (27-1024).

Student's Name: _____ **Date:** _____

School: Mabank High School **Grade:** 9th 10th 11th 12th AR

Primary Endorsement: Business & Industry **Additional Endorsements:** Arts & Humanities Multidisciplinary
 Public Service STEM

Parent's Signature: _____ **Student's Signature:** _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School	8th	HS Courses:	Algebra I Art I Health	Spanish I Touch Systems Data Entry	Curricular Experiences: Business Professionals of America DECA	Extracurricular Experiences: Academic Decathlon Language Immersion Programs Math Tutor School Newspaper Student Government UIL Academic Competitions Yearbook
High School	9th	Core Courses:	English I Algebra I or Geometry Biology	World Geography Languages other than English I Physical Education		
		Career-Related Electives:	Principles of Business or Marketing and Finance Business Information Management I			
	10th	Core Courses:	English II Geometry or Alg II IPC or Chemistry	World History Languages other than English II		
		Career-Related Electives:	Business Information Management II			
	11th	Core Courses:	English III Algebra II, Math Models, Pre-Cal or Math Elective Science Elective	United States History Languages other than English III		
		Career-Related Electives:	Business Law (BMGT1341) Entrepreneurship or Sports & Entertainment Marketing Practicum in Marketing I & Extended Practicum			
12th	Core Courses:	Stats & Business Decision Making Practicum in Marketing II & Extended Practicum	Government/Economics Fine Arts Languages other than English IV			
	Career-Related Electives:	Stats & Business Decision Making Practicum in Marketing II & Extended Practicum				
NOTE: Certificates and Licenses	Account Sales Advertising Sales Consultant		Appointment Setter Call Center Representative	Outside Sales Intern Publication Sales Agent	Professional Associations: Advertising Research Foundation American Academy of Advertising American Advertising Federation Business Marketing Association Public Relations Society of America Society for Marketing Professional Services	
	NOTE: These experiences may be started and/or completed as part of the high school experience.					
NOTE: Certificates	A*S*K Adobe Expert		Customer Service OSHA CareerSafe	Sales Professional	Career Options: Office Assistant Adobe Graphics Editor	
	NOTE: Students may earn all or part of these certificates as part of the high school experience.					
Postsecondary	Associate Degrees	Advertising Business & Personal Services	Communication Technologies Design and Applied Arts	General Retailing Wholesaling Marketing Management & Research Radio & Television Broadcasting	Career Options: Media Staff Marketing Associate	Promotions Coordinator Public Relations Coordinator Photographic Specialist
	Bachelor Degrees	Art - Advertising Design Business Administration Communications - Media	Graphic Design International Marketing Journalism	Mass Communication Mass Media Public Relations	Career Options: Art/Graphics Director Account Executive	Creative Director Media Planner Public Relations Manager
	Graduate Degrees	Advertising Journalism	Marketing Public Relations	Radio Television and Film	Career Options: Research Specialist Public Affairs Officer	Media Analyst Media Director Strategic Initiatives Director

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.

This program of study (POS) serves as a guide, along with other college and career planning materials, for pursuing college and career goals. POS developed 2017. A Business & Industry endorsement as defined in 19 TAC 74.13(f)(2)(A) requires a coherent sequence of courses for four or more credits in career and technical education (CTE) that consists of at least two courses in the least one advanced CTE same career cluster, including at course, which includes any course that is the third or higher course in a sequence. The final courses in the sequence must be obtained from one of the Marketing career cluster.