



Marketing

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

# Management and Entrepreneurship



**Career Goal (O\*NET Code):** **General Operations Manager** (11-1021), Chief Executives (11-1011), Property, Real Estate and Community Association Manager (11-9141), Advertising and Promotions Manager(11-2011), Purchasing Manager (11-3061), Sales or Marketing Manager (11-2021/22 )

**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	<p><b>Curricular Experiences:</b> <a href="#">Business Professionals of America</a> <a href="#">DECA</a></p> <p><b>Career Learning Experiences:</b> Career Preparation Internship Job Shadowing School Based Enterprise</p> <p><b>Extracurricular Experiences:</b> Academic Decathlon Language Immersion Programs Math Tutor School Newspaper Student Government UIL Academic Competitions Yearbook</p> <p><b>Service Learning Experiences:</b> Boys and Girls Clubs of America Boy Scouts of America Campus Service Organizations Community Service Volunteer Girl Scouts of the USA Peer Mentoring / Peer Tutoring</p>
High School	9th	<b>Core Courses:</b>	English I Algebra I or Geometry Biology	World Geography Languages other than English I Physical Education	
		<b>Career-Related Electives:</b>	Principles of Business or Marketing and Finance		
	10th	<b>Core Courses:</b>	English II Geometry or Alg II IPC or Chemistry	World History Languages other than English II	
		<b>Career-Related Electives:</b>	Business Information Management II		
11th	<b>Core Courses:</b>	English III Algebra II, Math Models or Pre-Cal Physics	United States History Languages other than English III		
	<b>Career-Related Electives:</b>	Business Law (BMGT1341) Entrepreneurship or Sports & Entertainment Marketing Practicum in Marketing I & Extended Practicum			
12th	<b>Core Courses:</b>	English IV Alg II, Pre-Calculus, AP Calculus, AP Stats or Math Elective Science Elective	Government/Economics Fine Arts Languages other than English IV		
	<b>Career-Related Electives:</b>	Stats & Business Decision Making Practicum in Marketing II & Extended Practicum			
Postsecondary	Practicum and/or Work-Based Experiences	Auto Parts Sales and Service Cashier Collections Worker NOTE: These experiences may be started and/or completed as part of the high school experience.	Entrepreneur Insurance Agent New Accounts Representative	Retail Sales Supervision Telemarketer	<p><b>Professional Associations:</b> <a href="#">American Management Association</a> <a href="#">American Marketing Association</a> <a href="#">Business Marketing Association</a> <a href="#">Direct Marketing Association</a> <a href="#">International Entrepreneurs Association</a> <a href="#">Marketing Education Association</a> <a href="#">National Bureau of Certified Consultants</a> <a href="#">National Business Education Association</a> <a href="#">Sales and Marketing Executives International Society for Marketing Professional Services</a></p>
	Certificates	Adobe Expert A*S*K NOTE: Certificates and licensure may be earned while in high school and may lead to a Performance Acknowledgement.	Customer Service e-Marketing Associate	Internet and Computing Core OSHA CareerSafe	
	Associate Degrees	<a href="#">Business and Personal Services</a> <a href="#">Marketing Operations</a>	<a href="#">Enterprise Management and Operation</a>	<a href="#">Marketing Management Research</a>	
Bachelor Degrees	Advertising Communications Franchise Operations	Marketing Public Management Psychology	Small Business Administration Sociology Sport and Fitness Management		
Graduate Degrees	Business Administration Comparative International Law Heritage Management	Interdisciplinary Studies Leadership Studies Industrial - Organizational Psychology	Public Administration		
				<p><b>Career Options:</b> Adobe Editor e-Sales Specialist</p> <p><b>Career Options:</b> Product Promoter Purchasing Agent</p> <p><b>Career Options:</b> Production Manager Business Developer</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.

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.