



Marketing



Cluster Overview: Encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

Career Goal (O*NET Code): Marketing Manager (11-2021), Company Sales Representative (41-4012), Retail Sales (41-2031), Shipping Clerk (43-5071), Customer Representative (53-4051), Buyer (13-1022), Technical Sales (41-4011).

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

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

Primary Endorsement: Business & Industry **Additional Endorsements:** Arts & Humanities 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>Curricular Experiences: Business Professional of America DECA</p> <p>Career Learning Experiences: Career Preparation Job Shadowing Internship School-Based Enterprise</p> <p>Extracurricular Experiences: Academic Decathlon Educational Tours Language Immersion Programs School Newspaper Student Government UIL Academic Competitions Yearbook</p> <p>Service Learning Experiences: 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	Core Courses:	English I Algebra I or Geometry Biology	World Geography Languages other than English I Physical Education	
		Career-Related Electives:	Principles of Business, 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, or Pre-Cal Physics	United States History Languages other than English III		
	Career-Related Electives:	Entrepreneurship/Sports & Entertainment Marketing Business Law (BMGT1341) Practicum in Marketing I			
12th	Core Courses:	English IV Alg II, Pre-Calculus, AP Calculus, AP Statistics Science Elective	Government/Economics Fine Arts Languages other than English IV		
	Career-Related Electives:	Statistics & Business Decision Making Practicum in Marketing II & Extended Practicum			
Practicum and/or Work-Based	Work-Based Experiences		Delivery/Display Representative Price Verification Shopper	Retail Associate Sales Specialist Telemarketer	<p>Professional Associations: American Marketing Association Business Marketing Association Certified Marketing Services International, Inc. Junior Chamber of Commerce Marketing Research Association National Business Education Association Phi Beta Lambda Sales and Marketing Executives International Society of Marketing Professional Services</p>
	Certificates		Adobe Certified Expert Customer Service	OSHA CareerSafe Microsoft Office Specialist	
Postsecondary	Associate Degrees	Accounting Apparel and Accessories Marketing	Business Marketing Business and Personal Services Marketing Operations	Enterprise Management Operations Marketing Management & Research General Retailing and Wholesaling	<p>Career Options: Inside Sales Contact Customer Service Supervisor Product Representative</p>
	Bachelor Degrees	Art Business Communications Commercial and Advertising	Consumer Science & Merchandising Entrepreneurship General Business	Marketing Mexican Trade & Management Small Business Administration	<p>Career Options: Assistant Store Manager Customer Service Supervisor Product Representative</p> <p>National Account Representative Field Service Representative Pharmaceutical Representative</p>
	Graduate Degrees	Business Administration	International Trade	Marketing Management	<p>Career Options: Account Executive Marketing Director</p> <p>Sales Engineer Sales 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.

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 Business Management and Administration career cluster.