



Name \_\_\_\_\_

Learner ID \_\_\_\_\_

School/College/University \_\_\_\_\_

# SAMPLE PROGRAM OF STUDY

## Cluster: Marketing, Sales and Service

## Pathway: Marketing Information Management and Research

### Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty

This Career Pathway Plan of Study (based on the Marketing, Sales and Service Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. \*This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/ or Degree Major Courses for Marketing Information Management and Research Pathway	SAMPLE Occupations Relating to This Pathway
Interest Inventory Administered and Plan of Study Initiated for all Learners								
SECONDARY	9	English Composition	Algebra I	Earth Science	Social Studies 9		Business Essentials Business Technology Applications	<ul style="list-style-type: none"> <li>► Administrative Support Representative</li> <li>► Analyst</li> <li>► Brand Manager</li> <li>► CRM Manager</li> <li>► Customer Satisfaction Manager</li> <li>► Customer Service Representative</li> <li>► Database Analyst</li> <li>► Database Manager</li> <li>► Director of Market Development</li> <li>► Forecasting Manager</li> <li>► Frequency Marketing Specialist</li> <li>► Interviewer</li> <li>► Knowledge Management Specialist</li> <li>► Marketing Services Manager</li> <li>► Planning Analyst</li> <li>► Product Planner</li> <li>► Research Associate</li> <li>► Research Project Manager</li> <li>► Research Specialist/Manager</li> <li>► Strategic Planner</li> </ul>
	10	English Literature	Geometry	Biology	Modern Europe		Marketing I	
	11	Literature & Composition	Pre-Calculus	Chemistry	U.S. History		Principles of Marketing Research	
	College Placement Assessments-Academic/Career Advisement Provided							
	12	English Composition	Intermediate Algebra	Physics	World Issues Economics		Marketing II, E-Commerce	
Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.								
POSTSECONDARY	Year 13	English Composition	Intermediate Algebra	Chemistry	American Government Psychology		Marketing in the Global Environment, Advertising & Promotion Strategy	
	Year 14	Speech/Oral Communication Technical Writing		Biological Science Physical Science	Public Policy Sociology		Marketing Management, Marketing Research	
	Year 15						Object Oriented Business Programming, Object Oriented Analysis and Design, Merchandising & Risk Management	
	Year 16						Web Systems Development, Data System Development, Systems Analysis and Design, Database Management Systems, Managing	