



Name \_\_\_\_\_ Accounting, Principals of Marketing  
 Learner ID \_\_\_\_\_  
 School/College/University \_\_\_\_\_

# SAMPLE PROGRAM OF STUDY

## Cluster: Marketing, Sales and Service

## Pathway: International Marketing

### 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 International Marketing 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>► Account Executive</li> <li>► Account Supervisor</li> <li>► Administrative Support Representative</li> <li>► Advertising Manager</li> <li>► Analyst</li> <li>► Art/Graphics Director</li> <li>► Circulation Manager</li> <li>► Contract Administrator</li> <li>► Co-op Manager</li> <li>► Copywriter</li> <li>► Creative Director</li> <li>► Customer Service Representative</li> <li>► Interactive Media Specialist</li> <li>► Marketing Associate</li> <li>► Media Buyer/Planner</li> <li>► Promotions Manager</li> <li>► Public Information Director</li> <li>► Public Relations Manager</li> <li>► Research Assistant</li> <li>► Research Specialist</li> <li>► Sales Promotion Manager</li> <li>► Sales Representative</li> <li>► Trade Show Manager</li> </ul>
	10	English Literature	Geometry	Biology	Modern Europe		Marketing I	
	11	Literature & Composition	Pre-Calculus	Chemistry	U.S. History Geography		Marketing I, Principles of Marketing Research	
	College Placement Assessments-Academic/Career Advisement Provided							
	12	English Composition	Calculus	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	Statistics	Chemistry	Government Psychology World Geography		Accounting, Principals of Marketing, Advertising	
	Year 14	Speech/Oral Communication Technical Writing		Biological Science Physical Science	Public Policy, Sociology, Macro Economics		Environmental Evaluation, and Research, Business-to-Business Marketing, Logistics	
	Year 15				Micro Economics		Public Relations and Promotional Strategy, E-commerce, E-marketing, and Web-based Marketing Technologies	
	Year 16						International Marketing Tactics and Strategy Simulation	