

Marketing, Sales and Service

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
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>								
SECONDARY	9	English/ Language Arts I	Algebra I or Geometry	Earth or Life or Physical Science or Biology	State History Geography	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	Click here to view the course catalog: https://www.graderesults.com/cte Industry-Based Certification Tests & Preparation Courses	<ul style="list-style-type: none"> ▶ Administrative Support Representative ▶ Analyst ▶ Brand Manager ▶ CRM Manager ▶ Customer Satisfaction Manager ▶ Customer Service Representative ▶ Database Analyst ▶ Database Manager ▶ Director of Market Development ▶ Forecasting Manager ▶ Frequency Marketing Specialist ▶ Interviewer ▶ Knowledge Management Specialist ▶ Marketing Services Manager ▶ Planning Analyst ▶ Product Planner ▶ Research Associate ▶ Research Project Manager ▶ Research Specialist/Manager ▶ Strategic Planner
	10	English/ Language Arts II	Geometry or Algebra II	Biology or Chemistry	U.S. History			
	11	English/ Language Arts III	Pre-Calculus or Algebra II	Chemistry or Physics	World History Psychology			
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>							
12	English/ Language Arts IV	Pre-Calculus or Calculus or Trigonometry or Statistics	Physics or other science course	Government Economics				
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.</i>								
POSTSECONDARY	Year 13	English Composition English Literature	Algebra or Calculus	Lab Science	Economics Psychology	All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	Click here to view the course catalog: https://www.graderesults.com/cte Industry-Based Certification Tests & Preparation Courses	
	Year 14	Speech/ Oral Communication Technical Writing			Sociology Public Policy			
	Year 15	Continue courses in the area of specialization.						
	Year 16							