



# Career Plan of Study Marketing

*This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. All plans should meet high school graduation requirements as well as college entrance requirements.*

	9 <sup>th</sup> Grade	10 <sup>th</sup> Grade	11 <sup>th</sup> Grade	12 <sup>th</sup> Grade
<b>High School</b>	<b>Eng. 9 or Eng. 9 Honors</b>	<b>Eng. 10 or Eng. 10 H</b>	<b>English 11 or English 11 Honors</b>	<b>1 Literature and 1 Writing Course</b>
	Pre-Alg., <b>Alg. I</b> or Geometry	Alg. I, <b>Geometry</b> , Alg. II	Alg. II or higher for 4 year college	Math elective recommended
	<b>Science 9</b> , or Biology	<b>Biology</b> , Chemistry, Earth Science	3 <sup>rd</sup> Lab Science for 4 year college	Science elective optional
	<b>E. Cultural Studies or H</b>	<b>US History</b> or AP US Hist.	Social Studies elective recommended	<b>Gov./ H, and Econ</b> or AP Microecon.
	<b>PE</b> , Art, Music, Foreign Language	<b>PE, Career Pathways</b> , Art, Music, Foreign Language	<b>PE, Health</b> , Art, Music, Foreign Language	Art, Music, Foreign Language
	<b>Marketing Electives</b> Fashion Merchandising	<b>Career &amp; Technical Education Electives</b> Microsoft Word 1 & 2 Accounting 1 Multi Media & Web Pg Des. 1 & 2 Business Law Business Occ. & Concepts		<b>Additional High School Electives</b> Yearbook /Newspaper Journalism Psychology Foreign Language International Business (JEDI) Today's World
<b>Career Enhancement</b>	<b>Work-based Learning Options</b>		<b>Short-Term Training Options</b>	
	On-The-Job Training: <b>Certified Business Coop</b>		<input type="checkbox"/> Barbering/Cosmetology Specialist <input type="checkbox"/> Insurance Licensing <input type="checkbox"/> Real Estate Licensing <input type="checkbox"/> Small Business Training <input type="checkbox"/> Travel Agent <input type="checkbox"/> Web Page Design	
<b>Post-Secondary</b>	<b>Apprenticeships</b>		<b>Technical College</b>	
	<input type="checkbox"/> Barber/Cosmetologist <input type="checkbox"/> Funeral Director  For more information visit <a href="http://www.witechcolleges.com/default.htm">www.witechcolleges.com/default.htm</a>		<input type="checkbox"/> Fashion Marketing <input type="checkbox"/> Marketing <input type="checkbox"/> Meeting & Event Management <input type="checkbox"/> Real Estate <input type="checkbox"/> Retail Management <input type="checkbox"/> Tourism & Travel Management  For more information visit <a href="http://www.witechcolleges.com/default.htm">www.witechcolleges.com/default.htm</a>	
			<b>College/University</b>	
			<input type="checkbox"/> Marketing <input type="checkbox"/> Public Relations <input type="checkbox"/> Real Estate & Urban Development  For more information visit <a href="http://www.wisconsin.edu">www.wisconsin.edu</a>	

**Pathways:** Buying & Merchandising, Distribution & Logistics, E- Marketing, Management & Entrepreneurship, Marketing Communications and Promotion, Marketing Information Management and Research, Professional Sales & Marketing