

Career Interests: working with people to provide quality customer service, and create designs for advertising and promotional services.



Name:
High School:
Plan of Study: Marketing



Grade	English/ Language Arts	Math	Science	Social Studies/ Sciences	Career and Technical Courses Central to this Pathway		Other Required Courses, Electives		Student Organizations/ Community Service
Career Interest Inventory Administered and Program of Study Initiate for all Learners									
9							Required: <ul style="list-style-type: none"> ▪ Suggested: <ul style="list-style-type: none"> ▪ Accounting ▪ Algebra ▪ Business Math ▪ Computers & Keyboarding ▪ Psychology ▪ Speech 		
10									
11									
College Placement Assessments- Academic/ Career Advisement Provided (Accuplacer, ACT, SAT, etc.) Did you participate in a Youth Apprenticeship?									
12									
Articulation/ Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes									Occupations Relating to this Pathway
General Education Courses					Program Courses			<u>Associate Degree:</u> Marketing Assistant Advertising Practitioner Account Sales Representative (wholesaler and manufacturer) Department Manager Customer Service Representative Sales Representative Sales Merchandiser Sales Manager Inside Sales Supervisor	
13/14	Oral/Interpersonal Communication Intro to Sociology	Written Communication Math with Business Applications or Intro to Statistics Intro to Psychology	Intro to Ethics	Economics	<ul style="list-style-type: none"> ▪ Introduction to Business ▪ Customer Service ▪ Introduction to Marketing Program ▪ Principles of Sales ▪ Marketing Principles 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Marketing Presentations ▪ Merchandising Management 	<ul style="list-style-type: none"> ▪ Promotions ▪ Retailing Principles ▪ eBusiness ▪ Marketing Strategies ▪ Fundamentals of Market Research ▪ Advanced Sales 	<ul style="list-style-type: none"> ▪ Purchasing ▪ Portfolio & Career Development ▪ Marketing Management ▪ International Marketing ▪ Marketing Analysis 	<u>Bachelor's Degree:</u> Marketing Director Market and Survey Researchers Management Analyst Public Relations Specialist Advertising Director Sales Manager
15/16 NTC is currently working on articulation agreements with post-secondary institutions. Check out the transfer guides with Silver Lake College (Management), Lakeland (Marketing), Upper Iowa (Marketing), UW Stout (Business Administration) at: www.ntc.edu/transferinfo/									