



Name _____
 Learner ID _____
 School/College/University _____

SAMPLE

Marketing, Sales and Service

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

This Career Cluster 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, Sales and Service	SAMPLE Occupations Relating to This Career Cluster
Interest Inventory Administered and Plan of Study Initiated for all Learners								
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.	**Business Essentials **Business Technology Applications	► Copywriter/Designer ► E-Commerce Director ► Entrepreneur ► Field Marketing Representative ► Forecasting Manager ► Interactive Media Specialist ► Inventory Manager/Analyst ► Logistics Manager ► Merchandise Buyer ► On-line Market Researcher ► Public Relations Manager ► Promotions Manager ► Retail Marketing Coordinator ► Sales Executive ► Shipping/Receiving Clerk ► Telemarketer ► Trade Show Manager ► Warehouse Manager ► Webmaster
	10	English/ Language Arts II	Geometry or Algebra II	Biology or Chemistry	U.S. History		**Marketing	
	11	English/ Language Arts III	Pre-Calculus or Algebra II	Chemistry or Physics	World History Psychology		Continue courses pertinent to the pathway selected.	
	College Placement Assessments-Academic/Career Advisement Provided							
	12	English/ Language Arts IV	Pre-Calculus or Calculus or Trigonometry or Statistics	Physics or other science course	Government Economics			
Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.								
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.	Continue courses pertinent to the pathway selected.	
	Year 14	Speech/ Oral Communication Technical Writing			Sociology Public Policy			
	Year 15	Continue courses in the area of specialization.						
	Year 16							

**See course descriptions on page 2.

SAMPLE

Marketing, Sales and Service Course Descriptions

(Course content may be taught as concepts within other courses.)

#1

Business Essentials: This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

#2

Business Technology Applications: This course is designed for those students who have not mastered knowledge and skills related to business technology applications prior to entry into high school. This course is designed to assist students in developing technological proficiencies demanded by business. The course should utilize various forms of input technologies to cover units of instruction that may include word processing applications, spreadsheet development, database management, presentations, electronic communications, Internet services, graphics, desktop publishing, basic Web design, interactive media, ethical issues, and careers in business using technology applications. Students may be given opportunities for completing industry certification requirements.

#4

Marketing: Students will develop a foundational knowledge of marketing and its functions including channel management, marketing information management, pricing, product/service management, promotion, and selling. Students will understand the interrelationships and contributions to business success. Students will understand the need for marketing strategies and market identification. Students will practice customer relationship skills, ethics, technology applications, and working in the regulatory environment.

SAMPLE