



Name Kim Fricke

Learner ID \_\_\_\_\_

School/College/University Freeport High School, Highland Community College, A.A. Business Administration

updated 12-23-13

**Business, Management and Administration: Marketing**

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

*This Career Pathway Plan of Study (based on the Marketing Pathway of the Business, Management and Administration 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 Pathway	SAMPLE Occupations Relating to This Pathway
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>								
<b>SECONDARY</b>	9	English 9/ English 9 Honors	Integrated math 1	Science Survey/ Biology 9/ Biology 9H	World History/World History H	9th: PE/Heath, 3 electives 10th: PE/Drivers Ed, 2-3 electives 11th: PE, Consumer Econ, 2-3 electives 12th: PE, 4-5 electives	Introduction to Business	<ul style="list-style-type: none"> <li>► Advertising Sales Person</li> <li>► Art Director</li> <li>► Broker</li> <li>► Counter Person</li> <li>► Customer Service Supervisor</li> <li>► Distribution Worker</li> <li>► E-Commerce Manager and Entrepreneur</li> <li>► International Merchandising Manager</li> <li>► Logistics Manager/Supervisor</li> <li>► Market Researcher</li> <li>► Marketing Manager</li> <li>► Product Manager</li> <li>► Project Manager</li> <li>► Property, Real Estate and Association Manager</li> <li>► Public Relations Specialist</li> <li>► Research and Development Manager</li> <li>► Sales Engineer</li> <li>► Sales Manager</li> <li>► Sales Person</li> <li>► Sales Representative</li> <li>► Small Business Owner and Entrepreneur</li> <li>► Telemarketer</li> <li>► Traffic, Shipping and Receiving Clerk</li> <li>► Warehouse Manager</li> </ul>
	10	English 10/ English 10 H	Integrated Math 2/ Algebra 2	Biology/ Chemistry/	Gov't, Gov't H, Consumer Ec		Computer Applications	
	11	English 11/ English 11 H/ AP	Integrated Math 3/ Math Applications	Chemistry/ Physics/ A&P/	US History/ US History H/ AP		Product Marketing / computer applications/ Web Page Design/ Computer concepts 1 &	
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>						Product Marketing / computer applications/ Web Page Design/ Computer concepts 1 & 2 / Business Cooperative Ed	
	12	English 12/ AP Literature	Any higher level math course than previously taken	Any higher level science course than previously taken				
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the second year</i>								
<b>POSTSECONDARY</b>	Year 13	ENGL 121, 122, SPCH 191	3 credits MATH 165 or above	7 credits Physical/Life Sciences	9 credits Social/Behavioral Sciences	12 credits Humanities and Fine Arts	ACCT 213, 214, BUSN 121, BUSN 223 or 229, ECON 111, 112, INFT 180, MATH 171, 172, MATH 177 or BUSN 221, PHIL 282, PSY 161	
	Year 14							
	Year 15	Transfer to university with bachelor's degree in business						
	Year 16							