



SD Program of Study

Marketing Communications Pathway

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.

	GRADE	English	Math	Science	Social Studies/ Sciences	SD Required Electives	Career & Technical Education Courses	SAMPLE Career Options Relating to This Pathway		
Interest Inventory Administered and Plan of Study Initiated for all Students										
SECONDARY	9	* English I	* Algebra I	* Physical Science	* World History * Geography	* PE/Health * Fine Art Elective	Introduction to Business (12051), Sports & Entertainment Marketing (12163)	Account Executive Account Supervisor Administrative Support Advertising Manager Analyst Art/Graphics Director Circulation Manager Contract Administrator Co-op Manager Copywriter Creative Director Customer Service Rep Sales Representative Trade Show Manager		
	10	* English II	* Geometry	* Biology I		2 units total - any combination of: * World Language or	Introduction to Business (12051), Sports & Entertainment Marketing (12163), Desktop Publishing (11152), Web Publishing Design (10201)			
	Academic/Career Advisement Provided - College Placement Assessments									
	11	* English III	* Algebra II	* Chemistry	* American History	* Computer Studies or Approved Career & Technical Education	Principles of Marketing (12164), Principles of Selling and Advertising (12165), Comprehensive Marketing (12152), Work Experience (12198)			
	12	* English IV	Calculus	College Science Elective	* U.S. Government * Psychology	* Personal Finance or * Economics	Business Communications (12009), Retail Marketing (12161), Marketing Merchandising (12160), Advanced Computer Applications (10005), Advanced Desktop Publishing(), Multimedia (10203)			
The general course identified in this Program of Study are those required as part of S.D. Advanced Pathway to Graduation.										
POSTSECONDARY	Year 13	Written and Oral Communications	College Level Math	Natural Sciences	Social Studies/ Sciences	Computer Literacy				
	Year 14	Written Communications	Information Literacy			Wellness for Life Arts & Humanities				
	Year 15									

P	Year 16							
	Blue Text - College Level - Dual Credit <u>Underlined Text - Industry Certification Available</u>				Red Text - Courses can be articulated to Postsecondary Education * Classes available through Virtual School			