

SD Program of Study

Market Research 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 postsecondary entrance requirements.

	GRADE	English	Math	Science	Social Studies/ Sciences	SD Required Electives	Career & Technical Education Courses	SAMPLE Career Options Relating to This Pathway
Personal Learning Plan (PLP) initiated for all students, career and academic advisement and appropriate assessments.								
SECONDARY	9	* English/Language Arts I (01001)	* Algebra I (02052)	* Physical Science (03159)	* World History-Overview (04051) * World Geography (04001)	* PE/Health * Fine Art Elective	Introduction to Business (12051) and/or Foundations of CTE (22150) and/or Computer Applications (10004) and/or Sports & Entertainment Marketing (12163)	<input type="checkbox"/> Assistant Market Analyst <input type="checkbox"/> Assistant Product Analyst <input type="checkbox"/> Customer-Insights Specialist <input type="checkbox"/> Market Research Interviewers <input type="checkbox"/> Marketing Research Analyst <input type="checkbox"/> Marketing Research Director <input type="checkbox"/> Marketing Research Manager <input type="checkbox"/> Marketing Research Supervisor
	10	*English/Literature II (01051) *Speech (01151)	* Geometry (02072)	* Biology (03051)		1 unit total - any combination of: * World Language or		
	11	*English/Comp III (01102) *American Literature (01054)	* Algebra II (02056)	* Chemistry (03101)	* U.S. History-Comprehensive (04101)	* Capstone Service Learning or Approved Career & Technical Education	Principles of Marketing (12164) and/or Principles of Selling & Advertising (12165) and/or Comprehensive Marketing (12152)	
	12	* English/Language Arts IV (01004)	Statistics (02201) or Calculus (02121)	College Science Elective	* U.S. Government - Comprehensive (04151) * Psychology (04254)	* Personal Finance (22210) or *Economics (04201)	Marketing Merchandising (12160) and/or Market Research (12168) and/or International Business & Marketing (12056) *Capstone Experience	
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							
	Year 16							
CAREER CLUSTER CERTIFICATE	Concepts of Entrepreneurship and Management (A*S*K) Concepts of Finance (A*S*K) Fundamental Business Concepts (A*S*K) Fundamental Marketing Concepts (A*S*K) OSHA 10 Hour Safety Certification—General Industry							
Orange Text - College Level - Dual Credit						* Classes available through Virtual School	² Recommended academic	