

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 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 (020520)	* Physical Science (03159)	* World History-Overview (04051) * World Geography (04001)	* PE/Health * Fine Art Elective	Introduction to Business (12051) Foundations of CTE (22150) Computer Applications (10004)	<input type="checkbox"/> Account Executive--Advertising <input type="checkbox"/> Account Executive Sr. Advertising <input type="checkbox"/> Advertising Clerk <input type="checkbox"/> Advertising Coordinator <input type="checkbox"/> Advertising Manager <input type="checkbox"/> Advertising Sales Director <input type="checkbox"/> Assistant Account Executive <input type="checkbox"/> Assistant Media Buyer <input type="checkbox"/> Associate Account Executive <input type="checkbox"/> Electronic Marketing Manager <input type="checkbox"/> Events/Promotion Coordinator <input type="checkbox"/> Exhibit Display Coordinator <input type="checkbox"/> Exhibit Display Manager <input type="checkbox"/> Marketing Communication Manager <input type="checkbox"/> Marketing Director <input type="checkbox"/> Media Buyer <input type="checkbox"/> Media Director <input type="checkbox"/> Media Planner <input type="checkbox"/> Media Supervisor <input type="checkbox"/> Package Design Manager <input type="checkbox"/> Public Relations Director <input type="checkbox"/> Public Relations Manager <input type="checkbox"/> Public Relations Specialist <input type="checkbox"/> Sales Promotion Manager <input type="checkbox"/> Sales Promotions Coordinator <input type="checkbox"/> Top Advertising Executive <input type="checkbox"/> Top Communications Executive <input type="checkbox"/> Top Public Relations Executive <input type="checkbox"/> Trade Show Manager
	10	*English/Literature II (01051) *Speech (01151)	* Geometry (02072)	* Biology (03051)		1 unit total - any combination of: * World Language or	Sports & Entertainment Marketing (12163) and/or Business Communications (12009)	
	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 Selling & Advertising (12165) and/or Principles of Marketing (12164) 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)	Retail Marketing (12161) and/or Marketing Merchandising (12160) 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 CERTIFICATES	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							