

SD Program of Study

Marketing Management 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 |
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| 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 | Foundations of CTE (22150) and/or Sports & Entertainment Marketing (12163) and/or Introduction to Business (12051) and/or Business Communications (12009) and/or Accounting I (12104) and/or Computer Applications (10004) | ? Chief Marketing ? Marketing Director ? Marketing Manager ? Marketing Specialist ? Product/brand Manger |
| | 10 | *English/Literature II (01051) *Speech (01151) | * Geometry (02072) | * Biology (03051) | | 1 unit total - any combination of: * World Language or | Principles of Marketing (12164) and/or Principles of Selling & Advertising (121650 and/or Comprehensive Marketing (12152) | |
| | 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 | Entrepreneurship (12053) and/or Marketing Management (12202) and/or International Business & Marketing (12056) and/or Business Law (12054) *Capstone Experience | |
| | 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) | | |
| 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 Marketing Cluster | | | | | | | 07/13/2012 |