### Marketing, Sales and Service: Marketing Communications and Promotion: Marketing

#### Career Pathway Plan of Study for Learners

This Career Pathway Plan of Study (based on the Marketing Communications and Promotion Pathway of the Marketing, Sales and Service 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.

### SAMPLE Occupations Relating to This Pathway

- Account Executive
- Account Supervisor
- Administrative Support Representative
- Advertising Manager
- Analyst
- Art/Graphics Director
- Circulation Manager
- Contract Administrator
- Co-op Manager
- Copywriter
- Creative Director
- Customer Service Representative
- Interactive Media Specialist
- Marketing Associate
- Media Buyer/Planner
- Promotions Manager
- Public Information Director
- Public Relations Manager
- Research Assistant
- Research Specialist
- Sales Promotion Manager
- Sales Representative
- Trade Show Manager

### Course Description

**MS Excel A:** Elective: 3 credits

**Accounting Principles:** Introduction to MS Office; Marketing Principles; Selling Principles; Multi-Media Marketing; Retail Principles

**Advanced Standing Option**

**Transcripted Credit Option**

**Master’s Required**

### Notes

- Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.

- WITC has articulation agreements with the following institutions for students who graduate from WITC with an Associate Degree in Marketing. Students should check with the institution they wish to transfer to for specific courses and credits that transfer.

- **PRIVATE:** Bellevue University, Bellevue, Nebraska or Online Program – Capella University, Online Programs – Cardinal Stritch, Milwaukee, WI – Franklin University, Online Programs – Lakeland College, Sheboygan, WI – Marian College, Fon du Lac, WI – Milwaukee School of Engineering Rader School of Business – Upper Iowa University, Fayette, IA or Online Programs

- **UW:** UW-Stout, UW-Superior, UW-Whitewater

- Credits may transfer to other institutions. Check with admissions advisors at institutions for specific course and/or credit transfers.

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**Interest Inventory Administered and Plan of Study Initiated for all Learners**

**Courses with advanced standing and/or transcripted credit are indicated in RED.**

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**SECONDARY**

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<tr>
<th>Year</th>
<th>Written Communication; Speech</th>
<th>Math with Business Applications</th>
<th>Economics</th>
<th>MS Excel A; Elective: 3 credits</th>
<th>Accounting Principles; Introduction to MS Office; Marketing Principles; Selling Principles; Multi-Media Marketing; Retail Principles</th>
<th>ELECTIVE: 3 credits</th>
<th>Sales Promotion/Imaging; Marketing Management; Marketing Research; Marketing Field Study; Technological Applications in Marketing; Managing Human Resources; Business Law; Entrepreneurship; Customer Service</th>
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