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

#### Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty

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

### EDUCATION LEVELS

<table>
<thead>
<tr>
<th>GRADE</th>
<th>English/Language Arts</th>
<th>Math</th>
<th>Science</th>
<th>Social Studies/Sciences</th>
<th>Other Required Courses</th>
<th>Other Electives</th>
<th><em>Career and Technical Courses Major Courses for Marketing Communications and Promotion Pathway: Marketing and/or Degree Major Courses</em></th>
</tr>
</thead>
</table>
| 9     |                       |      |         |                         |                       |                | ► Glenwood City High School  
Interest Inventory Administered and Plan of Study Initiated for all Learners  
Courses with advanced standing and/or transcripted credit are indicated in RED.  
College Placement Assessments-Academic/Career Advisement Provided  
Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.  
**WITC MARKETING**

**YEAR 13**
- Written Communication; Speech
- Math with Business Applications
- Economics
- **MS Excel A**: Elective: 3 credits
- **Accounting Principles**: Introduction to MS Office Marketing Principles; Selling Principles; Multi-Media Marketing; Retail Principles

**YEAR 14**
- Technical Reporting
- Introduction to Sociology; Introduction to Psychology
- Elective: 3 credits
- Sales Promotion/Imaging; Marketing Management; Marketing Research; Marketing Field Study; Technological Applications in Marketing; Managing Human Resources; Business Law; Entrepreneurship; Customer Service

**Advanced Standing Option**  
**Transcripted Credit Option**  
**Master's Required**

**YEAR 15**
- **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

**YEAR 16**
- **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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