

Marketing, Sales and Service: Professional Sales and Marketing

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

This Career Pathway Plan of Study (based on the Professional Sales and Marketing 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.

| EDUCATION LEVELS | GRADE | English/ Language Arts | Math | Science | Social Studies/ Sciences | Other Required Courses Other Electives Recommended Electives Learner Activities | *Career and Technical Courses and/or Degree Major Courses for Professional Sales and Marketing Pathway | SAMPLE Occupations Relating to This Pathway |
|---|---|---|---|--|-----------------------------|--|---|---|
| Interest Inventory Administered and Plan of Study Initiated for all Learners | | | | | | | | |
| SECONDARY | 9 | English/ Language Arts I | Algebra I or Geometry | Earth or Life or Physical Science or Biology | State History Geography | All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences. | <ul style="list-style-type: none">• Business Essentials• Business Technology Applications | <ul style="list-style-type: none">► Account Executive► Administrative Support Representative► Agent► Broker► Business Development Manager► Channel Sales Manager► Client Relationship Manager► Customer Service Representative► Field Marketing Representative► Field Representative► Inbound Call Manager► Industrial Sales Representative► Key Account Manager► Manufacturer's Representative► National Account Manager► Outside Sales Representative► Regional Sales Manager► Retail Sales Specialist► Sales Engineer► Sales Executive► Sales Person► Sales/Marketing Associate► Solutions Advisor► Technical Sales Specialist► Telemarketer► Territory Representative/ Manager |
| | 10 | English/ Language Arts II | Geometry or Algebra II | Biology or Chemistry | U.S. History | | <ul style="list-style-type: none">• Principles of Sales and Promotion• Marketing | |
| | 11 | English/ Language Arts III | Pre-Calculus or Algebra II | Chemistry or Physics | World History Psychology | | <ul style="list-style-type: none">• Principles of Marketing Research | |
| | College Placement Assessments-Academic/Career Advisement Provided | | | | | | | |
| | 12 | English/ Language Arts IV | Pre-Calculus or Calculus or Trigonometry or Statistics | Physics or other science course | Government Economics | | <ul style="list-style-type: none">• Principles of Sales Management• Principles of Marketing Communications | |
| Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes. | | | | | | | | |
| POSTSECONDARY | Year 13 | English Composition English Literature | Algebra or Calculus | Lab Science | Economics Psychology | All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include. | <ul style="list-style-type: none">• Sales Management• Consumer Behavior | |
| | Year 14 | Speech/ Oral Communication Technical Writing | | | Sociology Public Policy | | <ul style="list-style-type: none">• Information Management in Marketing | |
| | Year 15 | Continue courses in the area of specialization. | | | | | <ul style="list-style-type: none">• Continue Courses in the Area of Specialization | |
| | Year 16 | | | | | | <ul style="list-style-type: none">• Complete Professional Sales and Marketing Major (4-year degree program) | |