

HOWARDS GROVE HIGH SCHOOL

MARKETING, SALES & SERVICE Career Plan of Study

Planning, managing, and performing marketing activities to reach organizational objectives.
Pathways include: Marketing Communications; Marketing Management; Marketing Research; Merchandising; and Professional Selling.

	Entry Level Occupations	Careers with Certification/Associate Degree	Careers with Bachelors, Pre-Professional, or Higher Degree
Sample Occupations	Antique/Collectible Dealer; Cashier; Classified Ad Clerk; Counter Clerk; Customer Service Representative; In-Home Sales; Receiving/Shipping Clerk; Stock Person; Street Vendor; Telemarketer; Wedding Planner	Advertising Layout Designer; Advertising Sales Representative; Auctioneer; Auto Salesperson; Buyer; Display Person; Fashion Merchandising; Real Estate Agent; Supply Chain Manager; Travel Agent	Advertising Account Executive; Advertising Manager; Business Agent; Insurance Agent; Marketing Director; Public Relations Manager; Purchasing Manager; Research Analyst; Market Research Analyst; Real Estate Broker; Sales Representative

This plan of study should serve as a guide, along with other career planning materials, as you continue on your career path. Courses listed within this plan are only recommended courses and should be individualized to meet each learner's educational and career goals. All plans should meet high school graduation requirements as well as post-secondary school entrance requirements.

High School Requirements	Grade	English (4 credits total)	Math (2 credits total)	Science (2 credits total)	Social Studies (3 credits total)	Additional Requirements
	9	English 9		Physical Science	Geography	Computer App. OR Info. & Computer Tech. Physical Education Health
	10	Sophomore Composition		Biology	World History	Physical Education Health
	11	Speech & .5 credit (see list below)			U.S. History	Grades 9 - 12 <i>Fine Arts/Humanities:</i> 1 credit from Art, Music, Foreign Language, or Mythology <i>Career & Technical Education:</i> 1 credit from Agribusiness, Business Ed, Family & Consumer Ed, or Tech Ed
	12	English Electives (see list below)			Political Systems & Issues	Grade 11 or 12: P.E. Elective

High School Electives	English Electives	Math Electives	Science Electives	Social Studies Electives	Recommended Electives
	with Speech: American Lit Mythology Mass Media grade 12: Advanced Comp & World Lit; Advanced Comp & Mythology; Lit A & Lit B AP English	Applied Math I Algebra I Geometry Algebra II Intro to Stats Trigonometry Elementary Functions Calculus	Applied Chemistry Chemistry Physics AP Adv. Chemistry AP Adv. Biology	Social Problems	Business & Computer Applications; Business Law; Business Economics; Corporate & International Business; Accounting I, II, & III; Intro to Tech; Communications Design; Graphic Communications; Electronic Communications; School Publications; Design; Entrepreneurship; Future Prep; Hospitality, Lodging & Tourism Youth Apprenticeship; World Languages; Psychology

POST SECONDARY PROGRAMS

	Certificates	Technical Diplomas	Associate Degrees
Technical Colleges			Fashion Marketing: MATC, Madison Area Global Business: MATC Marketing: All WTCS schools <i>except</i> Southwest WI Marketing & Graphic Communications: NWTC Marketing - Business to Business: LTC, MPTC Real Estate: LTC, MATC Retail Management: NWTC

Key to Abbreviations: FVTC: Fox Valley; LTC: Lakeshore; MATC: Milwaukee Area; MPTC: Moraine Park; NWTC: Northeast Wisconsin

	Public Colleges	Private Colleges
Four Year Colleges	Marketing: Madison, Milwaukee, Oshkosh, Whitewater Marketing Communications: River Falls Real Estate & Urban Development: Madison Packaging: Stout Retailing/Retailing Studies: Madison, Stout	Advertising: Marquette Economics & Management: Beloit Entrepreneurship: Marquette, MSOE Fashion Design or Merchandising: Mount Mary Integrated Marketing: Cardinal Stritch Marketing: Concordia, Lakeland, Marion, MSOE, St. Norbert Public Relations: Concordia, Marquette Real Estate: Marquette

These are some of the programs at Wisconsin Technical Colleges and some of the majors at UW System Colleges and WI Private Colleges and Universities.

For information about technical college programs go to www.witechcolleges.org.

For information about UW System colleges go to www.wisconsin.edu.

For information about private colleges and universities in Wisconsin go to www.wisconsinmentor.org.

For information about transfer agreements between technical colleges and UW System schools and between technical colleges and private schools go to www.uwsa.edu/tis.

This is one of sixteen career clusters. For more information about career clusters go to www.careerclusters.org.