



Pathway: Marketing

Plan of Study: Entrepreneur and Marketing Management

Career Goal (O*Net Code): Entrepreneur (11-1021); Sales Manager (11-2021); Marketing Manager (11-2022); Business Executive (11-1011)

Suggested High School Courses

High School * Default includes CDHE Higher Education Admission Requirements	9 th	Core Academic Courses*:	Literature and Composition or Themes of Literature and Composition, Integrated Math I, Biology 1, World Geography; Spanish or French	Suggested Electives: Art 1; woodworking technology; drafting
		Career Path Courses:	Entrepreneurship, Sports and Entertainment Marketing, Financial Planning, MS Office	
	10 th	Core Academic Courses*:	World Literature or Themes of World Literature, Integrated Math II, Biology II, World History, Spanish or French	Suggested Electives: Advanced Drafting Technology; Debate; Drawing and Design
		Career Path Courses:	Marketing ; Intro to Adobe Suite; any of above career path courses not taken	
	11 th	Core Academic Courses*:	American Literature or Themes of American Literature, US History, Integrated Math III, Chemistry, Spanish or French	Suggested Electives: Fashion Illustration and Design; Psychology
		Career Path Courses:	B Economics; Fashion and Retail Merchandising; Career Planning; any of above career path courses not taken	
	12 th	Core Academic Courses*:	College Prep English or Senior English, Integrated Math IV or pre Calculus, Physics, American Democracy and Civics, Spanish or French	Suggested Electives: Speech and Effective Communication; Cooperative VocEd; Pro Start
		Career Path Courses:	IB Business and Management any of above career path courses not taken	

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: AHS has an articulation agreement pending with Aims Community College to enable post secondary credit for course work in Marketing, Sports and Entertainment Marketing, Fashion and Retail Merchandising, and IB Business and Management. Students in IB Economics and IB Business and Management are required to take the IB exam in May of each year; some colleges and universities will grant credit for that exam, depending upon level and score attained.
	Industry Recognized Certificate(s) or License(s): na

		Colorado Postsecondary Programs Available	Colorado Institutions	Entrance Exams/ Requirements
Postsecondary Education Opportunities	Certificate	Small Business Management, Entrepreneurship, Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	www.collegeincolorado.org Community College/Colleges: Lamar CC, Northeastern Jr. college, Otero Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC	High School diploma/GED Accuplacer
	Associate Degree	Small Business Management, Entrepreneurship, Management emphasis in Sales & Customer Service, Marketing, Business Administration	www.collegeincolorado.org Community Colleges/Colleges: Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC , Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/GED Accuplacer
	Bachelor Degree	Entrepreneurship and Small Business Management, Marketing, Business Administration	www.collegeincolorado.org Colorado State University, C-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State	See each school's Admissions website.

Aspen High School Marketing Program
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Graduate Degree	MBA: Entrepreneurship; MBA: Marketing; MBA: General	www.collegeincolorado.org Colorado State University, CU-Denver, Mesa State College, CU-Boulder	See each school's Admissions website.
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Cluster Overview: The **Marketing Career Cluster** prepares students in planning, managing, and performing marketing activities to reach organizational objectives.

Extended Learning Experiences

Curricular Experiences: DECA at Aspen High School, required of all students enrolled in a Marketing program class Delta Epsilon Chi at post secondary level		Extracurricular Experiences: Varsity team sport participant Math Tutor Economics Tutor Finance Tutor School Class Officer Fresh Trax: School Newspaper The Silver Queen Yearbook	
Work-Based Learning Experiences: Cooperative Voc Ed		Program Accreditation and/or Professional Association(s): American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneur Association Marketing Education Association National Bureau of Certified Consultants National Business Education Association Sales and Marketing Executives International Society of Marketing Professional Services National FBLA – PBL National DECA	
Service Learning Experiences: Outreach Service Club and EPYCS; International Service Club; Action in Africa; CAS requirement for IB diploma; community service requirement for National Honor Society			
Career Options:		Salary Range:	
Certificate	Entrepreneur, e-Sales Specialist, Client Contact Specialist	\$- \$\$	
Associate Degree	Purchaser, Product Promoter, Independent Distributor, Department Manager, Franchise Manager	\$\$	
Bachelor Degree	Advertising Promotions, Property Manager, Promotions Manager, Product Manager, Small Business Owner, Business Principal, Investor	\$\$- \$\$\$	
Graduate Degree	ales or Marketing Manager, Business Executive, Production Manager, Business Developer, Management Consultant, Business Investor, Company President	\$\$- \$\$\$\$	

* \$ = \$15-25,000; \$\$ = \$25-55,000; \$\$\$ = \$55-90,000; \$\$\$\$ = Above \$90,000

Aspen 1 does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Please direct inquiries to: John Maloy, Assistant Superintendent, Aspen School District, 235 High School Rd., Aspen CO 81611 Phone: 970 925 3760 x 4005

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