



Pathway: Marketing Management

Plan of Study: Marketing

Career Goal (O*Net Code): 11-2021 Marketing Manager; 11-2011 Advertising and Promotions Manager; 19-3021 Market Research Analyst; 27-3031 Public Relations Specialist

Suggested High School Courses

High School	9 th	Core Academic Courses*:	English I, Algebra I, Earth or Environmental Science, State History/Civics	Suggested Electives:	Freshmen Communications, Communications Honors, Algebra I, Earth Systems, From Magic to Science, Physical Science, American Government, Geography
		Career Path Courses:	Business Management, Entrepreneurship, Computer Applications		
10 th	Core Academic Courses*:	English II, Geometry, Biology, US History, Foreign Language I	Suggested Electives:	American Literature Survey, American Literature Survey Honors, American History, Geometry, Biology Concepts, Microbiology, Spanish I, French I, German I, ASL I,	
	Career Path Courses:	Marketing, Word Processing, Web Design			
11 th	Core Academic Courses*:	English III, Algebra II/ or other, Chemistry	Suggested Electives:	Advanced Placement English Language, Word Power, Creative Writing, Study of Cultures, World History, Algebra II, Physics, Chemistry	
	Career Path Courses:	International Business, Life Writing; Public Speaking			
12 th	Core Academic Courses*:	English IV, Trigonometry or other Math, Botany or other lab based science	Suggested Electives:	Advanced Placement English Language, Psychology, Pre-Calculus, Advanced Placement Calculus, Botany, Advanced Placement Chemistry, Advanced Placement Biology	
	Career Path Courses:	Business Procedures and Protocol, Excel/PowerPoint, Accounting Honors			

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: Articulation agreement – Aims Community College, Greeley, Colorado
	Industry Recognized Certificate(s) or License(s): Insert Certification Options

		Colorado Postsecondary Programs Available	Colorado Institutions	Entrance Exams/ Requirements
Postsecondary Education Opportunities	Certificate	Advertising Marketing; Business Marketing	www.collegeincolorado.org Aims Community College; Arapahoe Community College; Lamar Community College; Pikes Peak Community College	See individual colleges
	Associate Degree	Marketing Management; Marketing Distribution	www.collegeincolorado.org Aims Community College; Arapahoe Community College; Community College of Denver; Northeastern Junior College	See individual colleges
	Bachelor Degree	Business Administration/Marketing; Marketing – General; Marketing Communications	www.collegeincolorado.org Adams State College; Colorado State University; Metro State College of Denver ; Regis University; University of Northern Colorado	See individual colleges

Graduate Degree	Masters in Business Administration; emphasis in Marketing	www.collegeincolorado.org University of Colorado; University of Northern Colorado; University of Denver; Colorado State University	See individual colleges
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Cluster Overview: The **Management and Administration Career Cluster** prepares students for careers that encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business Management and Administration career opportunities are available in every sector of the economy.

Extended Learning Experiences		
Curricular Experiences: DECA FBLA Phi Beta Lambda	Extracurricular Experiences: School Newspaper School Yearbook Booster Club	
Work-Based Learning Experiences: Career Preparation – Paid and Unpaid, Job Shadowing, Internships	Program Accreditation and/or Professional Association(s): American Marketing Association, Promotion Marketing Association; Marketing Research Association; Business Marketing Association; Sales and Marketing Executives International	
Service Learning Experiences: March of Dimes, Boys and Girls Clubs of America; Boy and Girl Scouts of America; Habitat for Humanity; United Way		
Career Options:		Salary Range:
Certificate	Business Marketing Marketing Sales Representative, International Marketing, Advertising and Direct Marketing	\$\$
Associate Degree	Marketing Management Department Manager, Entrepreneur, Customer Relations, Marketing Research, Retail Marketing	\$\$ - \$\$\$
Bachelor Degree	Business Administration/Marketing Supply Chain Management, Product/Brand Management, E-business Marketing, Events Management, Not-for-profit Marketing	\$\$\$
Graduate Degree	Masters in Business Administration CEO, Business Developer, Marketing Vice President,	\$\$\$ - \$\$\$\$

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

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