



Pathway: Marketing

Plan of Study: Professional Sales/Sales Management

Career Goal (O*Net Code): Examples: Sales Representative (41-4011), Sales Manager (11-2022), Advertising Sales Agent (41-3011), Sales Agent – Financial Services (41-3031), Sales Agent – Securities & Commodities (41-3031)

Suggested High School Courses

High School	9 th	Core Academic Courses*:	English I, Algebra I, Earth or Environmental Science, Civics	Suggested Electives: Foreign Language I, Physical Education
		Career Path Courses:	Introduction to Business, Computer Applications	
10 th	Core Academic Courses*:	English II, Geometry, Biology, World History	Suggested Electives: Foreign Language II, Physical Education Business/Consumer Math	
	Career Path Courses:	Marketing I		
11 th	Core Academic Courses*:	English III, Algebra II/ or other, Chemistry, US History	Suggested Electives: Art, Psychology, Physical Education Graphic Design	
	Career Path Courses:	Marketing II (Management/Entrepreneurship), Accounting I		
12 th	Core Academic Courses*:	English IV, Trigonometry or other Math, Physics or other lab based science	Suggested Electives: Art, Music, Advanced Accounting	
	Career Path Courses:	Marketing III		

* Default includes CDHE Higher Education Admission Requirements

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: CCCS Escrow Credit/PPCC Articulated Credit
	Industry Recognized Certificate(s) or License(s):

	Colorado Postsecondary Programs Available	Colorado Institutions	Entrance Exams/ Requirements	
Postsecondary Education Opportunities	Certificate	Small Business Management, Business Administration, Sales & Marketing, Marketing, Marketing/Management, Database Analyst, Database Programmer, Database Administrator	www.collegeincolorado.org Community College/Colleges: Lamar CC, Northeastern JC, Otero JC, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC	High School Diploma/GED
	Associate Degree	Small Business Management, Marketing, Management-Emphasis in Sales & Customer Service, Business Administration	www.collegeincolorado.org Colorado Northwestern CC, Aims CC, CC of Aurora, Front Range CC, Pueblo CC, Trinidad State JC, Western Colorado CC, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School Diploma/GED
	Bachelor Degree	Advertising, Marketing, Public Relations/Advertising, Information Systems & Marketing, Computer Information Systems, Sociology, Statistics	www.collegeincolorado.org Adams State, CU-Boulder, CSU, Fort Lewis, Mesa State, Metro State, CSU-Pueblo	See each school's admissions website.
	Graduate Degree	Business-to-Business Marketing MBA, Business-to-Consumer Marketing MBA, Marketing MBA, MBA	www.collegeincolorado.org CU-Denver, CU-Boulder, Mesa State, UCCS	See each school's admissions website.

Cluster Overview: The **Marketing Career Cluster** prepares students in planning, managing, and performing marketing activities to reach organizational objectives.

Extended Learning Experiences

Curricular Experiences:		Extracurricular Experiences:	
Examples: DECA Future Business Leaders of America Delta Epsilon Chi Phi Beta Lambda		Examples: Forensics Team Drama/Band/Choir Student Council Yearbook School Newspaper Math Tutor	
Work-Based Learning Experiences:		Program Accreditation and/or Professional Association(s):	
Career Preparation – Paid and Unpaid, Job Shadowing, Internships		Examples: Marketing Research Association American Marketing Association Business Marketing Association Direct Marketing Association National Bureau of Certified Consultants Sales and Marketing Executives International Society of Marketing Professional Services National FBLA-PBL International DECA	
Service Learning Experiences:			
Boys & Girls Clubs of America, Boy Scouts of America, Community Service Volunteer, Girl Scouts of the USA, Serteen			
Career Options:		Salary Range:	
Certificate	Demonstrator, Retail Sales, Merchandiser, Inside Sales	\$ - \$\$	
Associate Degree	Survey Researcher, Web Researcher, Web Advertiser, Wholesale Sales Associate, Advertising Sales, Outside Sales, Cost Estimator, Purchasing Agent, Independent Distributor, Sales Specialist, Wholesale & Retail Buyer	\$\$ - \$\$\$	
Bachelor Degree	Wholesale & Manufacturing Technical Sales, Marketing Researcher, Package Designer, Product Manager, Sales Engineer, Field Sales Representative, International Salesperson, Technical Communicator	\$\$\$ - \$\$\$\$	
Graduate Degree	International Sales, Marketing Director, General manager, Industrial Designer, National Accounts Manager, Product Line Leader, Regional Sales Director, Product Engineer	\$\$\$ - \$\$\$\$	

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

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