



## Pathway: Marketing Management

**Plan of Study: Entrepreneur**

**Career Goal (O\*Net Code):** Examples:  
 Entrepreneur, (11-1021), Business Executive (11-1011), Property Manager (11-9141), Advertising Promotions (11-2011), Purchaser (11-3061), Sales or Marketing Manager (11-2021/22 )

### Suggested High School Courses

High School * Default includes CDHE Higher Education Admission Requirements	9 <sup>th</sup>	Core Academic Courses*:	English I, Algebra I, World History, Integrated Science,	Suggested Electives: PE I, Health. Computers for Daily Living
		Career Path Courses:		
	10 <sup>th</sup>	Core Academic Courses*:	English II, Geometry, Biology, US History, Foreign Language I	Suggested Electives: Creative Computing I, PE II
		Career Path Courses:	Marketing I, Business Law	
	11 <sup>th</sup>	Core Academic Courses*:	English Speech, English Literature, Algebra II, American Government, Social Studies Elective, Science Elective, Foreign Language II	Suggested Electives: Creative Computing II, Personal Finance
		Career Path Courses:	Marketing II, Accounting I,	
	12 <sup>th</sup>	Core Academic Courses*:	English writing, English Elective, Math Elective	Suggested Electives: Economics
		Career Path Courses:	Marketing On-the-job, Entrepreneurial Operations, Business Presentation Software	

### Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	<b>Postsecondary Credit Options:</b> Recommended Dual Credit Classes: Public Speaking, Senior English, Advanced Composition, Trigonometry, Physics, Chemistry II, Geology, Astronomy, Economics
	<b>Industry Recognized Certificate(s) or License(s):</b>

		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	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	<b>Community Colleges/Colleges:</b> 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	CU-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State, CSU More options: <a href="http://www.collegeincolorado.org">www.collegeincolorado.org</a>	See each school's Admissions website.
	Graduate Degree	Entrepreneurship, MBA, Marketing, MBA, Business to Consumer Marketing, MBA, General MBA	CU-Denver, Mesa State College, CU-Boulder More options: <a href="http://www.collegeincolorado.org">www.collegeincolorado.org</a>	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**

<p><b>Curricular Experiences:</b></p> <p>Future Business leaders of America DECA FBLA Yearbook School Newspaper</p>	<p><b>Extracurricular Experiences:</b></p> <p>Key Club National Honor Society Speech and Debate</p>
<p><b>Work-Based Learning Experiences:</b></p> <p>Career Preparation – Business On-the-job, Marketing On-the-job</p>	<p><b>Program Accreditation and/or Professional Association(s):</b></p> <p>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 International DECA</p>
<p><b>Service Learning Experiences:</b></p> <p>Key Club, Boys and Girls Clubs of America, Boy Scouts of America,</p>	

<b>Career Options:</b>		<b>Salary Range:</b>
<b>Certificate</b>	Entrepreneur, e-Sales Specialist, Client Contact Specialist	\$ - \$\$
<b>Associate Degree</b>	Purchaser, Product Promoter, Independent Distributor, Department Manager, Franchise Manager	\$\$
<b>Bachelor Degree</b>	Advertising Promotions, Property Manager, Promotions Manager, Product Manager, Small Business Owner, Business Principal, Investor	\$\$ - \$\$\$
<b>Graduate Degree</b>	Sales 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

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