

HIGH SCHOOL PLANNER

MARKETING, SALES & SERVICE

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

HIGH SCHOOL	9th	10th	11th	12th	
	Core Requirements		Core Requirements		
	English 9 Secondary Math 1 Science World Geography		English 10 Secondary Math 2 Science World Civilizations		
			English 11 Secondary Math 3 (PreCalculus) Science U.S. History		
			English 12 Calculus or Statistics American Gov. & Citizenship		
	Required Electives				
	PE, The Arts, CTE, Computer Tech., Health, Financial Literacy				
Career Electives (Choose Three Credits)					
	9th	10th	11th	12th	
	Word Processing Intro to Marketing Sports and Entertainment Marketing	Advertising Marketing Economics Fashion Merchandising Retailing Entrepreneurship Real Estate	Adult Roles, Business Communications, Business Law, Marketing, Advertising, Retailing, Entrepreneurship, Leadership Management Principles, Sports Marketing, Economics, Academy of Finance		
Career Enhancement Options	GTI		STATE CTE CAREER PATHWAYS		
	Floriculture and Greenhouse Management Academy of Finance Academy of Hospitality & Tourism	The state Marketing CTE pathway has the following study guides to consider: Marketing Entrepreneurship, Marketing Management, Sales & Services Marketing, Hospitality & Tourism. The state Family and Consumer Science CTE pathway has a study guide for Fashion Design, Manufacturing and Merchandising For more information see: http://www.schools.utah.gov/CTE/main/CTE-Programs.aspx		Work Based Learning CTSO Participation See your Career Counselor Coordinator for information about: Job-Shadowing Internships Career Seminars You are strongly advised to participate in Career and Technical Student Organizations. CTSOs associated with this cluster are DECA, FBLA or FCCLA depending on pathway selected	
Post Secondary	SLCC School of Applied Tech		Tech Training/ AS Degree		
	Administrative Office Specialist Customer Services/Receptionist See www.slcc.edu/sat for more information		Customer Service/Receptionist/Specialist Marketing Management, Real Estate Broker Training, Sales Rep. training, Advertising Sales, Customer Service Representative training. Office management training For information visit: www.slcc.edu		
				College/University	
				Marketing/Sales, Business Management, MBA, Communication. For schools providing specific programs see UtahFutures	



Planning, managing, and performing marketing activities to reach organizational objectives.

Sample Career Specialties / Occupations	<ul style="list-style-type: none"> • Entrepreneurs • Owners • Small Business Owners • Presidents • Chief Executive Officers • Principals • Partners • Proprietors • Franchisees • Independent X's (e.g., distributor) • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Inbound Call Managers • Channel Sales Managers • Regional Sales Managers • Client Relationship Managers • Business Development Managers • Territory Representatives / Managers • Key Account Managers • National Account Managers • Account Executives • Sales Engineers • Sales Executives • Technical Sales Specialists • Retail Sales Specialists (big ticket) • Outside Sales Representatives • Industrial Sales Representatives • Manufacturer's Representatives • Salespersons • Field Marketing Representatives • Brokers • Agents • Field Representatives • Solutions Advisors • Sales/Marketing Associates • Telemarketers • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Store Managers • Retail Marketing Coordinators • Merchandising Managers • Merchandise Buyers • Operations Managers • Visual Merchandise Managers • Sales Managers • Department Managers • Sales Associates • Customer Service Representatives • Clerks (e.g., stock, receiving, etc.) • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Advertising Managers • Public Relations Managers • Public Information Directors • Sales Promotion Managers • Co-op Managers • Trade Show Managers • Circulation Managers • Promotions Managers • Art/Graphics Directors • Creative Directors • Account Executives • Account Supervisors • Sales Representatives • Marketing Associates • Media Buyers/Planners • Interactive Media Specialists • Analysts • Contract Administrators • Copywriters • Research Specialists • Research Assistants • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Database Managers • Research Specialists / Managers • Brand Managers • Marketing Services Managers • Customer Satisfaction Managers • (Research) Project Managers • CRM Managers • Forecasting Managers • Strategic Planners, Marketing • Product Planners • Planning Analysts • Directors of Market Development • Database Analysts • Analysts • Research Associates • Frequency Marketing Specialists • Knowledge Management Specialists • Interviewers • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Warehouse Managers • Materials Managers • Traffic Managers • Logistics Managers • Transportation Managers • Inventory Managers / Analysts • Logistics Analysts/Engineers • Distribution Coordinators • Shipping / Receiving Administrators • Shipping / Receiving Clerks • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, finance, technical) 	<ul style="list-style-type: none"> • Fulfillment Managers • E-Merchandising Managers • E-Commerce Directors • Web Site Project Managers • Internet Project Directors • Brand Managers • Forum Managers • Web Masters • Web Designers • Interactive Media Specialists • Internet Sales Engineers • Site Architects • User Interface Designers • On-line Market Researchers • Copywriters-Designers • Account Supervisors • Customer Support Specialists • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
	Path-ways	Management and Entrepreneurship	Professional Sales and Marketing	Buying and Merchandising	Marketing Communications and Promotion	Marketing Information Management and Research	Distribution and Logistics
Cluster K&S	<p align="center">Cluster Knowledge and Skills</p> <p align="center">◆ Academic Foundations ◆ Communications ◆ Problem Solving and Critical Thinking ◆ Information Technology Applications ◆ Systems ◆ Safety, Health and Environmental ◆ Leadership and Teamwork ◆ Ethics and Legal Responsibilities ◆ Employability and Career Development ◆ Technical Skills</p>						

