

# Student Organizations

Future Business Leaders of America (FBLA), Technology Student Association (TSA), Student Council, Coding Club, Girls Who Code Club, DECA, and FFA



Rotaract



Updated 1/2020\*



**Killingly High School**

Ms. Donna Grant, LMSW, Career Center Coordinator

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# MARKETING



**BUSINESS & FINANCE**



**Killingly High School**

## Career Pathway: Marketing Career Cluster: Business & Finance

To complete the **Marketing Career Pathway**, students must complete all of the required courses within Section 1, as well as 2 credits from Section 2.

To complete this **Advanced Pathway**, students must complete all of the required courses within Section 1 and earn an additional 2 credits from the "Advanced Courses" in section 3.

Section 1 – Required Courses	Credits Earned at KHS	College Credits Earned
Marketing	1	
Entrepreneurship	.5	
Business Communication	.5	3 (ECSU)
PGR 1.8 – Job Shadow in Marketing	(This requirement will be implemented for all students in the graduating class of 2021 and beyond)	
Section 2 – Additional Courses	Credits Earned at KHS	College Credits Earned
Business Management	1	3 (QVCC)
Digital Marketing I	1	
Yearbook	1	
Graphic Design I	.5	
Introduction to Video Technology	.5	
Introduction to Data Science	.5	
App Creators	.5	
Sociology	.5	
Psychology	.5	
International Business	.5	
Sports Management	.5	
Section 3 – Advanced Courses	Credits Earned at KHS	College Credits Earned
Digital Marketing II	1	
Accounting II	1	3 (QVCC)
Honors World Language III	1	
Journalism II	1	
Honors English IV	1	
Honors Calculus	1	

**Marketing Teacher:**  
Mrs. Gena Torre, Room 2110  
gtorre@killinglyschools.org

## MARKETING



**Occupations Related to the Marketing Career Pathway:**  
E-Commerce Manager, Entrepreneur, Customer Service Clerk, Event Manager, International Merchandising, Market Researcher, Market Manager, Media Coordinator, Merchandising, Project Manager, Public Relations Specialist, Public Relations Writer, Research & Development, Sales Engineer, Sales Representative, Store Manager, and Salesperson.

**Units Covered:** The World of Marketing; The Marketing Plan; The Free Enterprise System; Social Responsibility and Ethics; Promotion; Pricing; Distribution; Market Research; and Product/Service Management

**Enrichment:** Students will utilize *Knowledge Matters*, Virtual Business - Retailing which is an online simulation designed to show students the tough business decisions that impact their common shopping experiences - why stores are located where they are, how stores decide to price products, etc. Students learn promotion/marketing strategies including the use of traditional media and email campaigns.

**Professional Organizations This Pathway Opens to You:** American Advertising Federation (AAF), American Marketing Association (AMA), Marketing Research Association (MRA), Sales and Marketing Executives International (SMEI), The National Association of Sales Professionals (NASP), Rotary International, Rotaract, Northeastern Connecticut Chamber of Commerce, Killingly Business Association