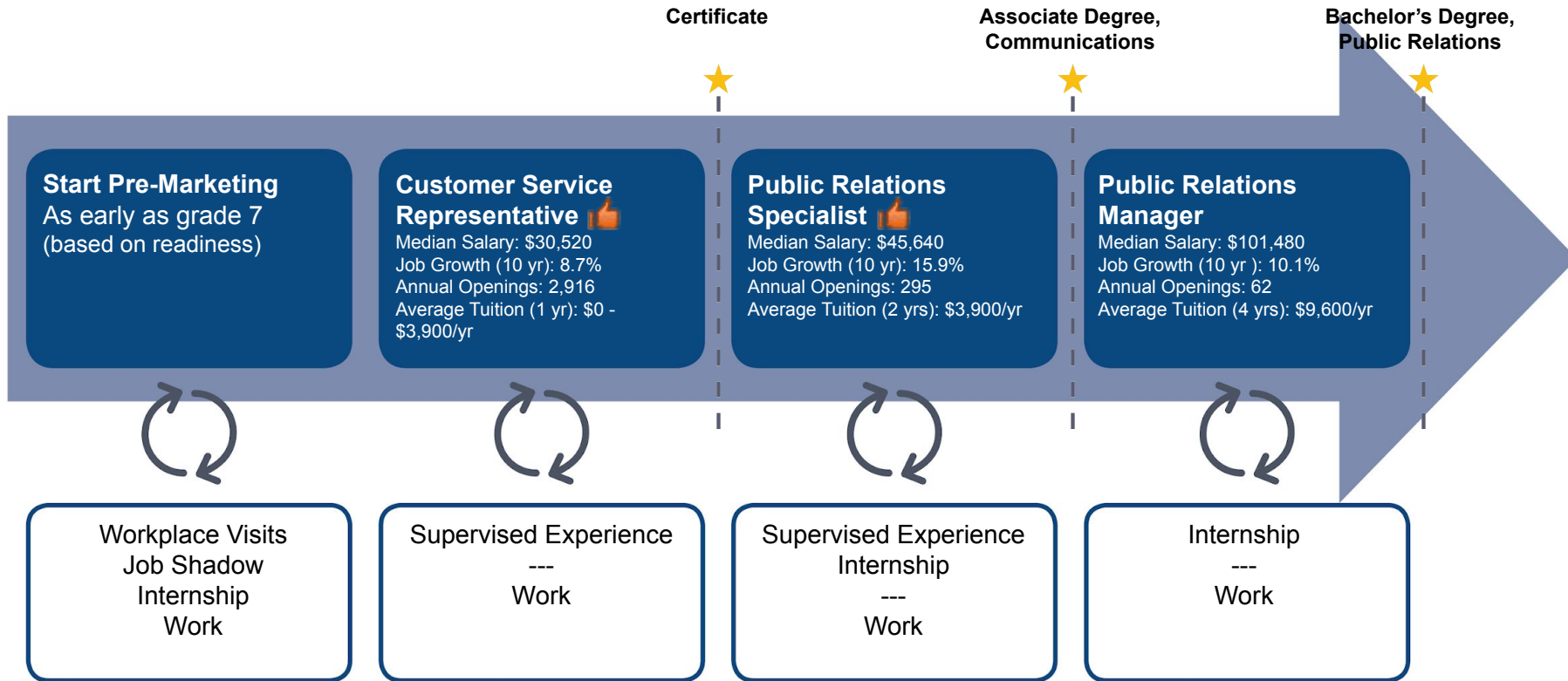




Marketing Career Pathway



Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

Preparing students for multiple options after high school:
 gainful employment and/or postsecondary study.

 Ohio In-demand Occupations

Data reflects 2014 Ohio labor statistics and public institutions of higher education for 2013-2014. For specific tuition costs, visit ohiohighered.org.



Marketing Career Pathway



Secondary Pathway: **Marketing Management**

Postsecondary Program: **Marketing**

An Example of Courses with Secondary and Postsecondary Credits

S e c o n d a r y	7 8	English I	Algebra I	Biology Honors	U.S. History	U.S. History	Health Foundtns of PE	Music	
	9 10	English II	Geometry	Chemistry Honors	World History Non-West Stu/	Non-West Stud World History	PE Financial Lit	Music	
	11	English III	Algebra II	AP Environmental Science	U.S. Government	U.S. Government	Marketing Principles	Fin Acctg. Business Foundations	
	12	College Comp Business Eng	Pre-Calculus	AP Physics	AP Economics	Digital Marketing & Management Honors	Strategic Entrepreneur-s hip	Prof. & Tech. Sales	
P o s t s e c o n d a r y	Year 1 1st Semester	English	Statistics	Retailing	Micro-economic s	Digital Media Preparation	College Seminar		
	Year 1 2nd Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics		
	Year 2 1st Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Bu siness Marketing	Marketing Info & Consumer Analysis	Managerial Accounting	Western Civ		
	Year 2 2nd Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		

High School Career-Technical or Career Related Education Program Courses and the Corresponding Postsecondary Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommended Electives