

MARKETING

CTE Program of Study at:

- Hanford High School
- Richland High School
- River's Edge High School

Recommended GenED Courses:

English (4 credits):

LA 9 / LA 10 / American Literature / Technical Writing •

Math (3 credits):

Algebra 1 / Geometry / Algebra 2

Science (3 credits):

Biology / Chemistry / Physics

Social Studies (3 credits):

World Geography / U.S. History 1&2 / Business Law •

Health & Fitness (2 credits):

PE-Health / PE

Arts (1 credit):

Fine Arts

Career & Technical Education (1 credit):

Introduction to Marketing*

Graduation Requirement (0.5 credits):

Careers and Financial Literacy*

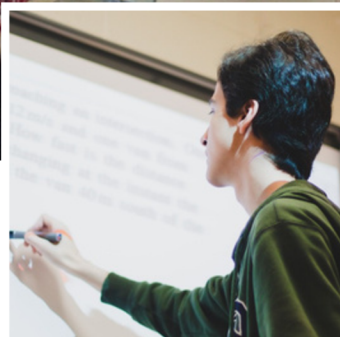
Personalized Program Pathway:

Program Courses (7 credits):

Marketing & Business Management
Sports & Entertainment Marketing #
Student Store Management
Financial Services Marketing
Work Based Learning
Foreign Language/PPR (2 credits)

Other Recommended Courses:

Entrepreneurship *, Fashion Merchandising #,
Leadership, Microsoft Office Specialist 1&2 *,
Innovation Space, Introduction to Business



The **Marketing Management** cluster includes occupations related to the management of policies, operations or staff working in advertising, promotions, marketing, sales, marketing research, merchandising or public relations in businesses and corporations, nonprofit institutions and other organizations.

This Program of Study can serve as an educational and career guide as you continue down the career path right for you! Courses listed are only recommended courses and should be individualized for your specific educational and career goals in accordance with your school district's graduation requirements and High School and Beyond Plan.



• Eligible for "Two-for One" credit

* Eligible for Columbia Basin College CTE Dual Credit

Eligible for Walla Walla Community College CTE Dual Credit

GRADUATION PATHWAY

The CTE Course Sequence is one of the Washington State Graduation Pathway options students may use to meet their Grad Pathway requirement. Students who complete 2 credits of courses within the same CTE program area will meet this graduation requirement, as long as the following is met:

- one course leads to a state or nationally recognized certificate or credential, or offers dual credit through CTE Dual Credit or Advanced Placement.
- Sequence is relevant to the student's post-secondary goals, as outlined in their High School and Beyond Plan.

For more information on the CTE Graduation Pathway, see your high school counselor.

CONTINUE YOUR PROGRAM



COLUMBIA BASIN COLLEGE (CBC)

CBC's CTE Dual Credit program saves you time and tuition by earning college and high school credits at the same time. Students gain valuable hands-on experience and get a head start on industry credentials and/or college degrees.

Where Does CBC CTE Dual Credit Lead?

	Entrepreneurship and Business Development Certificate	Computer Application Certificate	Business Administration Certificate	BAS in Applied Management	AAS in Business Administration	Digital Marketing AAS-T
Careers and Financial Literacy (BUS 120)			Credits may be applied towards major support.	✓	✓	
Intro to Marketing (BUS 265)	✓			✓	✓	✓
Entrepreneurship (BUS 179)	✓			✓	✓	
Microsoft Office Specialist (CA 145, 155, 165)		✓				



WALLA WALLA COMMUNITY COLLEGE

Walla Walla Community College CTE Dual Credit program saves you time and tuition by earning college and high school credits at the same time. Students gain valuable hands-on experience and get a head start on industry credentials and/or college degrees.

Where Does Walla Walla CC CTE Dual Credit Lead?

	Health Information Technology AAS	Administrative Office Professional AAS
Fashion Merchandising (BUS 287)	✓	✓