



Career Plan of Study—Baker High School



Pathway Options: Marketing Management, Professional Sales, Merchandising, Marketing Communications, Marketing Research

Overview: Careers in the Marketing cluster involve planning, managing, and performing marketing activities to reach organizational objectives.

This plan of study should serve 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.

	9th Grade	10th Grade	11th Grade	12th Grade
High School	*English 9 *Math	*English 10 *Math	*Composition 11/English Electives	*Composition 12/English Electives
	*PE/Health *Doc Formatting	*PE/Health *Biology	Or AP English	Or AP English
	*Earth Science		*US History *Math	*US Government
	*World History		*Speech	
	Career Electives: Computer Apps	Career Electives: Intro to Business, Business Law, Accounting, Computer Apps, Art	Career Electives: Intro to Business, Business Law, Accounting, Computer Apps, Graphic Design, Art	Career Electives: Intro to Business, Business Law, Accounting, Computer Apps, Graphic Design, Art, Sociology
Post-Secondary Degrees	2 Year College/Vo-Tech		College/University	
	Missoula College —Sales and Marketing WDTI —Marketing/Social Media	Casper —Marketing Flathead —Marketing/Sales	BHSU —Marketing MSU —Business/Marketing Option MSU—Billings —Business/Marketing Option MSU-Northern — Marketing/Technical and Sales MT-Tech — Business Marketing U of M —Marketing U of Mary — Marketing	
Activities & Employment	Suggested Extra-Curricular Activities		Suggested Volunteer/Employment Opportunities	
	BPA Concession Worker Organizational Fundraising and Advertising Speech and Drama		Chamber of Commerce Retail Work Newspaper and Radio Station	

* Required for graduation at BHS



Advanced Learning Opportunities - High School to College/Career Linkages

Dual Credit: See School Counselor for available opportunities
 Advanced Placement: *See BHS Schedule for AP offerings*
 Online Learning: *Approval of online credits must be obtained from Principal*

Sample Occupations and Degree Areas	Military	Associate's Degree
	<ul style="list-style-type: none"> ◆ Requires High School Diploma or GED ◆ 17 years old with parental consent, 18 without ◆ For more information go to: http://todayismilitary.com 	<ul style="list-style-type: none"> ◆ Requires diploma or GED ◆ 60-72 credits; includes 15-25 general education credits ◆ Complete in 2 years (<i>if prepared academically in math and English</i>) ◆ Examples: Advertising Agent, e-Sales Specialist,
	Professional Certificate	Bachelor's Degree
	<ul style="list-style-type: none"> ◆ Requires High School Diploma or GED ◆ Less than 30 credits; little/no general education credits ◆ Complete in one year or less ◆ Examples: Real Estate Agent 	<ul style="list-style-type: none"> ◆ Requires 4-year college prep for admission ◆ Approximately 128 credits ◆ Complete in four years ◆ Examples: Advertising Manager, Economist, Sales Manager, Public Relations Specialist, Media/Event Planner, Marketing Manager
	Apprenticeship	Graduate Degree
	<ul style="list-style-type: none"> ◆ Requires High School Diploma or GED ◆ Must be at least 18 ◆ Minimum 2,000 hours of supervised experience ◆ Examples: Parts Salespeople, Real Estate Appraisers, Optician 	<ul style="list-style-type: none"> ◆ Requires education beyond Bachelor's Degree ◆ Examples: Economist, Marketing Research Analyst
Certificate of Applied Science		
<ul style="list-style-type: none"> ◆ Requires High School Diploma or GED— Complete in 1 year or less ◆ 30-45 credits; limited general education credits ◆ Examples: Ag Marketing 		
Requirements	Baker High School Graduation	Montana University System College Entrance
	4 credits English 3 credits Social Studies 3 credits Math 2 credits Science (1 Physical, 1 Biological) 2 credits PE/Health 1 credit Fine Arts 1 credit Vocational/Practical Arts (.5 must be Document Formatting) .5 credit Speech 5.5 credits Electives TOTAL 22 CREDITS	4 credits English 3 credits Social Studies 3 credits Math (Algebra I, II, and Geometry) 2 credits Science 2 credits Electives Rigorous Core Courses include: 1 additional credit Math 1 additional credit Science 1 additional credit Elective Visit www.mus.edu /for further information

For more information regarding **Career Clusters** visit www.careerclusters.org. For more information regarding **Occupations and Higher Education** visit <http://mtcis.intocareers.com>.
 For more information regarding **Job Searches** visit <http://jobs.mt.gov>.