

HORACE HIGH SCHOOL MARKETING PATHWAY

Our MISSION

Educating today's learners for tomorrow's world.



Our VISION

West Fargo Public Schools prepares all learners with the knowledge and skills to be compassionate, contributing citizens in a rapidly changing world. We are dedicated to continuous improvement, engaging every student to become problem solvers and lifelong learners. Excellence is achieved through practices based in research, and by aligning all resources to support learning.

HIGH-WAGE, HIGH-SKILL, AND HIGH-DEMAND CAREERS

Marketing Communications	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Associate • Public Information Director • Interactive Media Specialist
Marketing Management	Database Manager • Customer Service Representative • Brand Manager • Director of Market Development • Marketing Services Manager • Planning Analyst
Marketing Research	Research Associate • Research Specialist • Market Research Manager • Strategic Planner • Research Analyst • Forecasting Manager • Marketing Strategist
Merchandising	Merchandise Buyer • Operations Manager • Retail Marketing Coordinator • Receiving Clerk • Visual Merchandise Manager • Department Manager • Sales Associate
Professional Selling	Account Executive • Broker • Manufacturer's Representative • Field Representative • Sales Executive • Solutions Advisory • Client Relationship Manager

PROGRAM OF STUDY: MARKETING

SUBJECT	9th Grade	10th Grade	11th Grade	12th Grade
Choice Ready Planning	Advisory	Advisory	Advisory	Advisory
Language Arts	English Language Arts 1	English Language Arts 2	English Language Arts 3	English Language Arts 4
Math	Algebra I	Geometry	Algebra II	College Algebra/Statistics*
Science	Biology	Physical Science	Chemistry	Elective*
Social Studies	World Geography	Western Civilization	United States History	Government/Economics
Pathway Courses	Ent. & Sports Marketing/Fundamentals of Bus	Marketing I	Management/Entrepreneurship	Retail Store Management
PE/Health 9 ELECTIVES 10-12	Health Physical Education	PE/Elective	PE/Elective	Electives
Recommended Electives: 2 per year	Pathway Electives: Computer Apps (0.5), Web Design (0.5), Business Finance (0.5), Business Law (0.5), Journalism (1.0), Graphics (0.5), Accounting I and II (1.0) Global Electives: Foreign Language (1.0), Music (1.0), Art (0.5), Public Speaking (0.5), Physical Education (0.5) or any other pathway elective in another Academy that has seats available.			

Student Leadership and Career and Technical Student Organization(s) – DECA & JA

DECA is a co-curricular student organization that connects the Marketing Education classroom curricular to leadership experiences. DECA's mission is to prepare emerging leaders in marketing, finance, hospitality and management. DECA members are encouraged to be involved in local, state and national competitions, community services projects, and leadership.

Marketing education students also can compete in Junior Achievement's Titan Competition where students apply their knowledge of business to compete in an interactive business simulation or the JA Company Program which challenges student entrepreneurial spirit to start, operate, and liquidate their own company brand. Individual and team scholarship awards are available.

College & Career Experiences – Accessible to ALL Academy Program of Study Students

Community Speakers, Career Interest Inventory, College Application, College & Career Fair, College & Career Research, College and Career Speakers, College Presentations, Job Shadow, Mock Interviews, Personal Statements, Professional Interviews, Scholarship & Financial Aid, Senior Capstone, Ten Year Plan

Aligned Early Postsecondary Courses – Accessible to ALL Academy Program of Study Students

AP Seminar, AP Research, AP Lang & Comp, AP Lit & Comp, Fundamentals of Public Speaking, AP Biology, AP Chemistry, AP Environmental Science, AP Physics, Anatomy & Physiology, Microbiology, AP Calculus, College Algebra, Statistics, AP Human Geography, AP European History, AP U.S. History, AP U.S. Gov, AP Microeconomics, Psychology, Sociology

Professional Certification(s)

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Marketing Education Coordinated Plan of Study – ND Scholarship

Professional Sales, Merchandising, Marketing Communication		Marketing Management	
Course Name	Cr	Course Name	Cr
Entertainment & Sports Marketing	.5	Marketing I	1
Marketing I	1	Management	1
Management	1	Retail Store Management	1
Retail Store Management	1		
Health Supervised Occupational Experience			½ to 1

Is This Pathway for You?

- Are you someone who likes to work with data to solve problems?
- Do you like to interact with all kinds of people?
- Do you like to come up with new ideas?
- Do you like to follow directions to complete a task?
- Do you consider yourself a leader who could be part of a team?
- Are you interested in being a team captain, officer, or having a role in an organization?
- Are you interested in technology and its ongoing innovation?
- Have you ever dreamed of owning your own business?

North Dakota Marketing Related Post-Secondary Programs

Pathway	Certificate or Associate's Degree	Bachelor's Degree	Master's Degree or More
Marketing Communications	<input type="checkbox"/> Advertising and Marketing (DCB) <input type="checkbox"/> Advertising transfer (WSC) <input type="checkbox"/> Information & Communications Technology (NDSCS) <input type="checkbox"/> Mass Communications (BSC)	<input type="checkbox"/> Business Communication (UM) Communication (UND) <input type="checkbox"/> Mass Communication (UM) <input type="checkbox"/> Public Relations (UM)	
Marketing Management	<input type="checkbox"/> Advertising & Marketing (DCB) <input type="checkbox"/> Business Management (NDSCS, RC, UTTC, WSC) <input type="checkbox"/> Information Management (NHSC) <input type="checkbox"/> Management (BSC) <input type="checkbox"/> Management Entrepreneurship (BSC) <input type="checkbox"/> Marketing (LRSC, RC) <input type="checkbox"/> Marketing and Management transfer (DCB) <input type="checkbox"/> Small Business Management (DCB)	<input type="checkbox"/> Business Management (RC, UM, VCSU) <input type="checkbox"/> Management (MiSU, NDSU, UND) <input type="checkbox"/> Management Communication (NDSU) <input type="checkbox"/> Marketing (MiSU, NDSU, RC, UM, UND, VCSU) <input type="checkbox"/> Sport & Leisure Management (UM)	<input type="checkbox"/> Management (MiSU)
Marketing Research	<input type="checkbox"/> Business Systems Analysis (RC)	<input type="checkbox"/> Business Systems Analysis (RC)	
Merchandising	<input type="checkbox"/> Art Marketing (UTTC) <input type="checkbox"/> Marketing (LRSC, RC)	<input type="checkbox"/> Apparel, Retail Merchandising, & Design (NDSU) <input type="checkbox"/> Operations and Supply Chain <input type="checkbox"/> Management (UND)	<input type="checkbox"/> Merchandising (NDSU)
Professional Selling	<input type="checkbox"/> Entrepreneurship (CCCC, NDSCS, SBC, TMCC)	<input type="checkbox"/> Art Entrepreneurship (DSU) <input type="checkbox"/> Computer Information <input type="checkbox"/> Systems/Customer Relationship <input type="checkbox"/> Management (VCSU) <input type="checkbox"/> Entrepreneurship (UND)	