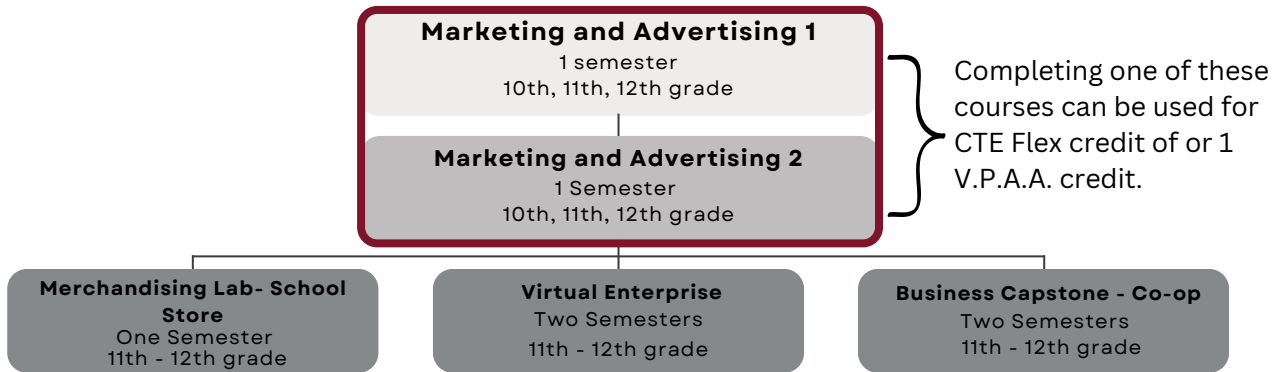



Marketing, Sales and Service Program of Study

Marketing and Advertising educates students on the important role that marketing plays in our economic system, using simulations and hands-on, real-world projects incorporating the latest technology practices.



Grade	ELA	Math	Science	Social Studies	CTE- Marketing
9	ELA 9	Algebra 1	Biology	World History	
10	ELA 10	Geometry or Honors Geometry	See course booklet for 10th grade science courses	US History	Marketing and Advertising and Advanced Marketing
11	ELA 11	Algebra 2 or Honors Algebra 2	See course booklet for 11th grade science courses	American Government/ Economics	-Marketing and Advertising and Advanced Marketing -Merchandising Lab - School Store -Virtual Enterprise
12	ELA 12	Pre-Calculus or Honors Pre-Calculus or Math Related Course	See course booklet for 12th grade science courses	Economics (if needed)	
Aligned Post Secondary Courses	Oakland Community College: Marketing Fundamentals Course BUS 2640 Mott Community College: Intro to Business BUSN 104, Business Sales MKTG 108				MDE Postsecondary Credit Agreement: 

Careers in Marketing and Advertising

Copywriter/Designer, E-Commerce Director, Entrepreneur, Field Marketing Representative, Forecasting Manager, Interactive Media Specialist, Inventory Manager/Analyst, Logistics Manager, Merchandise Buyer, On-line Market Researcher, Public Relations Manager, Promotions Manager, Retail Marketing Coordinator, Sales Executive, Shipping/Receiving Clerk, Telemarketer, Trade Show Manager, Warehouse Manager, Webmaster

Complete these courses to be considered a completer of the program.



CIP:
Marketing, Sales and Services
52.1999