

## BUSINESS: MARKETING –

This pathway focuses on using creativity, communication, and data analysis to promote products, services, and brands to consumers and businesses. It includes topics like advertising, market research, digital marketing, sales, consumer behavior, public relations, and the ethical and legal aspects of marketing. Students learn how to develop marketing strategies, design promotional campaigns, and analyze market trends to help organizations reach their goals.

**CAREERS INCLUDE** Marketing Manager, Advertising Specialist, Digital Marketing Coordinator, Social Media Manager, Brand Manager, Market Research Analyst, Sales Representative, Public Relations Specialist, Content Marketing Strategist, E-commerce Manager, Event Marketing Coordinator, Promotions Manager, Copywriter, Product Marketing Manager, Media Buyer / Planner, Customer Relationship Manager (CRM Specialist), SEO / SEM Specialist, Marketing Data Analyst, Creative Director, Account Executive

### SAMPLE PLAN OF STUDY\*

\*This course has a prerequisite. ¥This course counts as a STEM Elective. ‡This course is offered at CTEC.

|                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FRESHMAN YEAR</b><br>(1.0) English<br>(1.0) Math (based on math course progression)<br>(1.0) Science<br>(1.0) Social Studies<br>(1.0) Physical Education<br>(1.0) Performing/Fine Arts Credit<br><b>(0.5) Business Management</b><br>(1.5) Other Electives | <b>SOPHOMORE YEAR</b><br>(1.0) English<br>(1.0) Math (based on math course progression)<br>(1.0) Science<br>(1.0) Social Studies<br>(0.5) Health<br>(0.5) Communications Credit<br><b>(1.0) Marketing ¥</b><br><b>(0.5) Entrepreneurship ¥</b><br>(1.5) Other Electives                                         |
| <b>JUNIOR YEAR</b><br>(1.0) English 11/AP Lang & Comp<br>(1.0) Math (based on math course progression)<br>(1.0) Science<br>(1.0) Social Studies<br><b>(0.5) Business Communications ¥</b><br><b>(1.0) Marketing Applications *¥</b><br>(2.5) Other Electives  | <b>SENIOR YEAR</b><br>(1.0) English 12 or AP Lit & Comp or AP Lang & Comp<br>(1.0) Math (based on math course progression)<br>(1.0) Science<br>(0.5) Political Participation or Con. Law/AP Government<br>(0.5) Financial Literacy<br><b>(1.0) Marketing - Workplace Experience *¥</b><br>(3.0) Other Electives |

#### BOLDED COURSES LEAD TO PATHWAY COMPLETION

**PATHWAY COURSES:** Pathway completion requires students to complete three (3) credits in the pathway, with at least two (2) of those credits being a combination of technical and application-level courses. Additionally, a student must earn one of the following: an industry-recognized certification (IRC), nine (9) + college hours aligned to the pathway, or complete a high-quality work-based learning experience - Client Connected Project (CCP) or Internship.

| TECHNICAL LEVEL           |                             | APPLICATION LEVEL                                                                |
|---------------------------|-----------------------------|----------------------------------------------------------------------------------|
| Business Management       | Accounting                  | Marketing Applications *¥<br>Marketing - Workplace Experience *¥<br>(Internship) |
| Marketing ¥               | Animation‡¥                 |                                                                                  |
| Entrepreneurship ¥        | Audio/Video Production I ¥  |                                                                                  |
| Business Communications ¥ | Graphic Design I ¥          |                                                                                  |
| Web Design                | Event Planning & Management |                                                                                  |

|                                                                                                           |                                                                                                                             |                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Other Recommended Courses</b><br>Investing<br>Advanced Accounting ¥*<br>Applied Business Development ¥ | <b>Opportunities for Pathway Completion:</b><br>Marketing Applications - CCP<br>Marketing Workplace Experience - Internship | <b>Graduation Requirements:</b><br>English – 4 credits<br>Math - 4 credits<br>Science – 3 credits<br>Social Studies – 3.5 credits<br>STEM Elective – 1 credit<br>Fine Arts – 1 credit<br>Communication – 0.5 credit<br>Financial Literacy – 0.5 credit<br>Physical Education/Health – 1.5 credits<br>Postsecondary Assets – 2 required |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

\*This sample plan of study offers an example of what a student's individual plan of study in this pathway might look like. Please note that some courses may not be offered on an annual basis and participation in classes may be subject to space availability.