



Marketing Communications Pathway

Marketing Career Cluster



This Program of Study plan should serve as a guide in the development of secondary and post-secondary course planning for students. Courses listed within this plan are only recommended and are indicative of the courses needed to complete a Program of Study. The following items need to be considered:

- Courses in the arts and humanities are valued by post-secondary institutions for their cognitive benefits and in communicating and expressing the ideas and emotions of the human spirit.
- Post-secondary institutions have varying course requirements for admission including World Languages.

High School	Grade	English	Math	Science	Social Studies	Other Required Courses	Pathway Electives Recommended	Credit Review	
	Required Credits	4.0	3.0	3.0	3.0	2.0	Recommended Sequence for Pathway (<i>may adjust yearly as needed</i>) [Minimum– 8.5 elective credits needed for graduation]	Grade	Graduation Credit Requirements
Grade 9	<ul style="list-style-type: none"> English 9 (1.0) -OR- Enriched English 9 (1.0) 	<ul style="list-style-type: none"> Algebra I (1.0) 	<ul style="list-style-type: none"> Earth Science (0.5) 	<ul style="list-style-type: none"> US History (0.5) 	<ul style="list-style-type: none"> Level 1 Physical Education (0.5) Health 9 (0.5) 	<ul style="list-style-type: none"> Entrepreneurship (TC) (0.5) Web Design Applications I (0.5) -OR- Desktop Publishing (0.5) 	<ul style="list-style-type: none"> 9-12 9-12 9-12 	4.0 Required 2.0 Elective 6.0 Total	
Grade 10	<ul style="list-style-type: none"> English 10 (1.0) -OR- Enriched English 10 (1.0) 	<ul style="list-style-type: none"> Geometry (1.0) -OR- Enriched Geometry (1.0) 	<ul style="list-style-type: none"> Biology (1.0) 	<ul style="list-style-type: none"> World Studies (1.0) -OR- AP European Studies (1.0) 	<ul style="list-style-type: none"> Level II Physical Education (0.5) 	<ul style="list-style-type: none"> Accounting I (0.5) 	<ul style="list-style-type: none"> 10-12 	4.5 Required 1.5 Elective 6.0 Total	
Grade 11	<ul style="list-style-type: none"> English 11 (1.0) -OR- AP Language & Composition (1.0) 	<ul style="list-style-type: none"> Algebra II & Trigonometry (1.0) -OR- Enriched Algebra II/Trigonometry (1.0) 	<ul style="list-style-type: none"> Any elective that satisfies the Physical Science graduation requirement 	<ul style="list-style-type: none"> Government (0.5) -OR- AP United States Government and Politics (0.5) 	<ul style="list-style-type: none"> Level III Physical Education (0.5) 	<ul style="list-style-type: none"> Marketing I (TC) (1.0) Preparation for College and Business Communications (1.0) 	<ul style="list-style-type: none"> 11-12 11-12 	4.0 Required 2.0 Elective 6.0 Total	
Grade 12	<ul style="list-style-type: none"> English 12 (1.0) -OR- AP Literature & Composition (1.0) 	<ul style="list-style-type: none"> AP Statistics -OR- Precalculus (1.0) 	<ul style="list-style-type: none"> See post-secondary education institution for science requirements 	<ul style="list-style-type: none"> AP Psychology (1.0) -OR- Psychology (0.5) -OR- Sociology/Social Issues (0.5) AP Economics (0.5) -OR- Economics (0.5) 	<ul style="list-style-type: none"> Marketing II (TC) (1.0) 	<ul style="list-style-type: none"> 11-12 	2.5 Required 3.0 Elective 5.5 Total		
Course Code Key (see course catalog for further details)		28 Credits Possible			Other Related Courses and Activities (curricular, co-curricular, and extra-curricular)				
AP Advanced Placement AS Advanced Standing TC Transcribed Credit YO Youth Options (0.5) Course is worth 0.5 credit (0.75) Course is worth 0.5 credit (non-TC) or 0.75 credit (TC) (1.0) Course is worth 1.0 credit		Credits Required Grades 9-12 15.0 Minimum Electives..... 8.5 Credits for Graduation.....23.5			<ul style="list-style-type: none"> Microsoft Office Suite (TC) (0.5) Personal Finance (0.5) Writing with Style (0.5) World Languages At least one course /activity in your area of marketing interest (ex. sports, performing arts, visual arts, hospitality/tourism, construction, etc.) DECA FBLA FCCLA Forensics 				



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Advisement provided through Student Services office and post-secondary transfer credits determined by college admissions counselors.
 Postsecondary credit transfer information also available at <http://www.uwsa.edu/tis>

Please visit the web site of institutions listed below for any program updates.

Post-Secondary Options	Baccalaureate Degree		Associate Degree Programs		Certificate/License
		<p><u>University of Wisconsin – Eau Claire</u></p> <ul style="list-style-type: none"> • Business Administration Management (Entrepreneurship specialization) • Marketing (specializations in Marketing, Marketing Analytics, and Professional Sales) <p><u>University of Wisconsin – Stout</u></p> <ul style="list-style-type: none"> • Golf Enterprise Management • Management • Marketing and Business Education • Retail Merchandising & Management 	<p><u>University of Wisconsin - Madison</u></p> <ul style="list-style-type: none"> • Management and Human Resources • Marketing • Retailing <p><u>University of Minnesota – Twin Cities</u></p> <ul style="list-style-type: none"> • Entrepreneurial Management • General Management • Marketing • Retail Merchandising 	<p><u>Chippewa Valley Technical College</u></p> <ul style="list-style-type: none"> • Business Management • Marketing <p><u>Minneapolis Business College</u></p> <ul style="list-style-type: none"> • Administration 	
	<p>Adult Apprenticeship, On-the-Job Training or Other</p>		<p>Employment Options</p>		
		<p>Careers</p> <ul style="list-style-type: none"> • Account Executive - Advertising • Account Executive Senior - Advertising • Advertising Clerk • Advertising Coordinator • Advertising Manager • Advertising Sales Director • Assistant Account Executive • Associate Account Executive 	<ul style="list-style-type: none"> • Assistant Media Buyer • Electronic Marketing Manger • Events/Promotions Coordinator • Exhibit Display Manager • Marketing Communication Manager • Media Buyer • Media Director • Media Planner • Media Supervisor 	<ul style="list-style-type: none"> • Package Design Manager • Public Relations Specialist • Public Relations Manager • Sales Promotions Coordinator • Sales Promotion Manger • Top Advertising Executive • Top Communications Executive • Top Public Relations Executive • Trade Show Manager 	