



Marketing Research 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 I Physical Education (0.5) • Health 9 (0.5) 	<ul style="list-style-type: none"> • Entrepreneurship (TC) (0.5) 	• 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) 	• 10-12	4.5 Required 1.5 Elective 6.0 Total	
Grade 11	<ul style="list-style-type: none"> • English 11 (1.0) -OR- • Enriched 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 (1.0) • See post-secondary institution for other math requirements 	<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) 	• 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 (TC) (0.5) • Desktop Publishing (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.) • Precalculus • 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.

	Baccalaureate Degree	Associate Degree Programs	Certificate/License	
Post-Secondary Options	<p><u>University of Wisconsin – Eau Claire</u></p> <ul style="list-style-type: none"> Business Administration Management Marketing (specializations in Marketing and Marketing Analytics) <p><u>University of Wisconsin – Stout</u></p> <ul style="list-style-type: none"> Management Marketing and Business Education Retail Merchandising & Management (specialization in Buying and Product Management) 	<p><u>University of Wisconsin - Madison</u></p> <ul style="list-style-type: none"> Marketing Retailing <p><u>University of Minnesota – Twin Cities</u></p> <ul style="list-style-type: none"> 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 	
	Adult Apprenticeship, On-the-Job Training or Other		Employment Options	
	Careers	<ul style="list-style-type: none"> Assistant Market Analyst Assistant Product Analyst Customer-Insights Specialist 	<ul style="list-style-type: none"> Market Research Analyst Market Research Interviewers Marketing Research Director 	<ul style="list-style-type: none"> Marketing Research Manager Marketing Research Supervisor