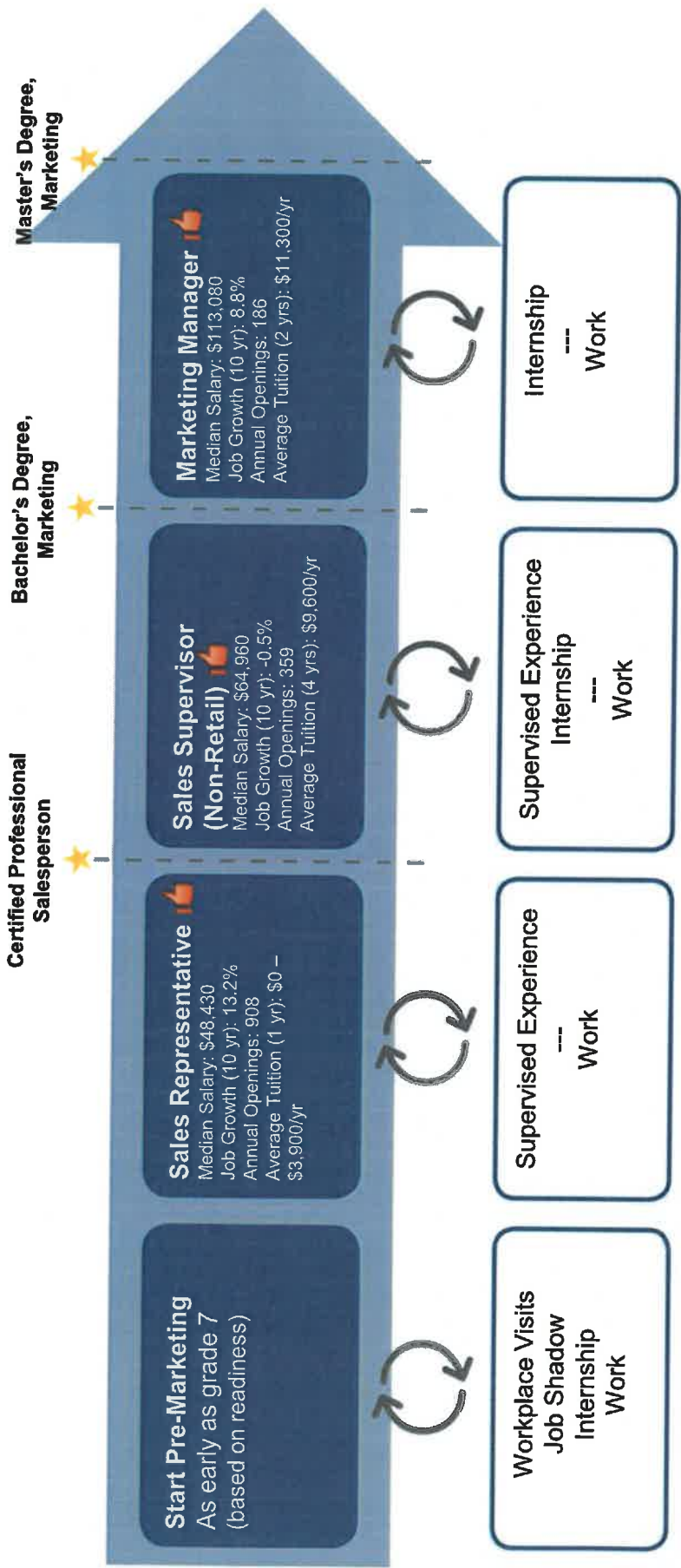


Marketing Career Pathway



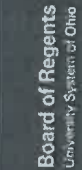
Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

Preparing students for multiple options after high school:

gainful employment and/or postsecondary study.



Data reflects 2014 Ohio labor statistics and public institutions of higher education for 2013-2014. For specific tuition costs, visit ohiohighered.org.



Secondary Pathway: Marketing Management

Postsecondary Program: Marketing

An Example of Courses with Secondary and Postsecondary Credits

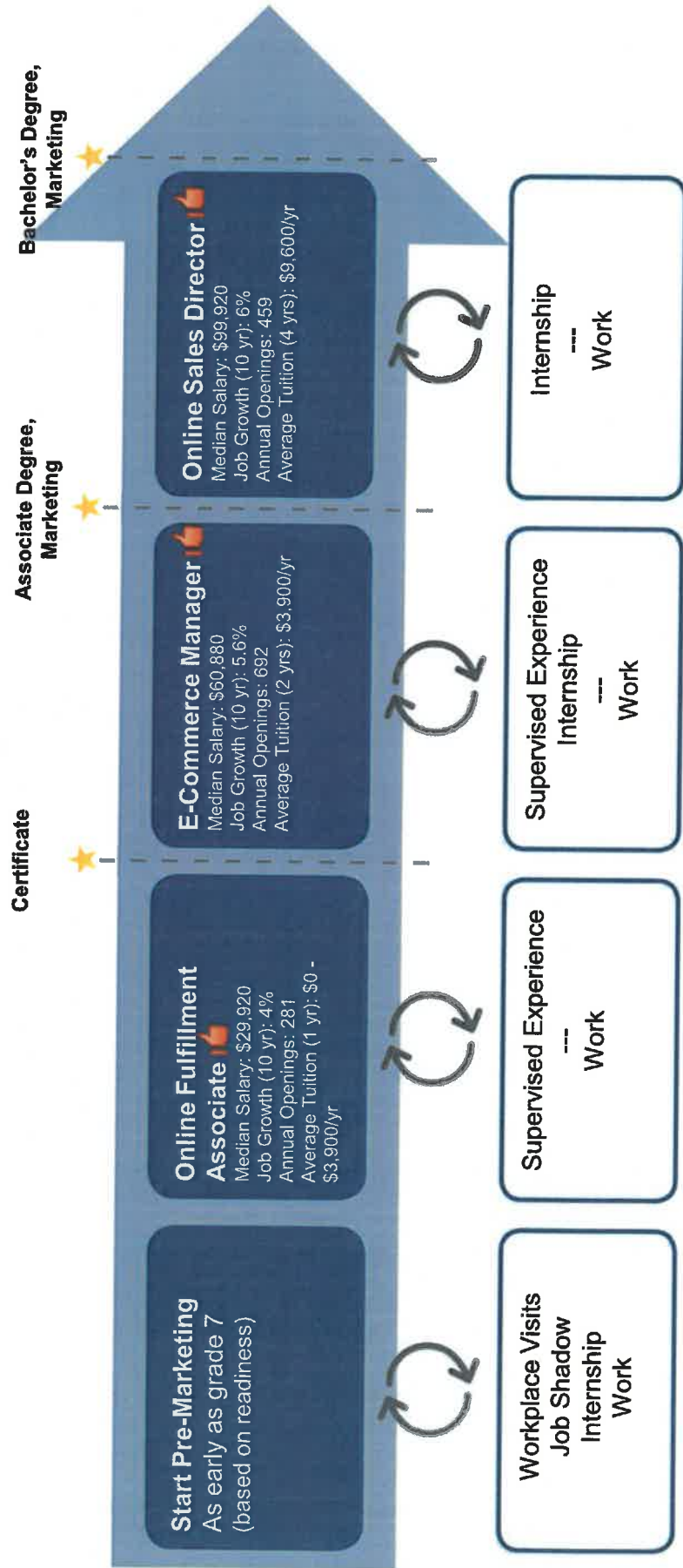
Secondary	7	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Fundamentals of Business & Admin.		
	8	English II	Geometry	Biology	World History	Health (.5) PE (.5)	Business Foundations	Marketing Principles	World Languages
	9	English III	Algebra II	Chemistry	U.S. History	Marketing Applications	Professional & Technical Sales	World Languages	
	10	English IV	Trigonometry/Calculus	Physics	U.S. Government	Marketing Research	Marketing Capstone		
	11	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar		
Postsecondary	Year 1 1st Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History	
	Year 1 2nd Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting			
	Year 2 1st Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		
	Year 2 2nd Semester								
High School Career-Technical Education Program Courses									
High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses									
Required Courses									
Recommended Electives									

Visit education.ohio.gov/CareerConnections for reference information.

Course titles and sequences will vary between schools.

11/2014

Marketing Career Pathway

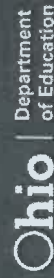


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Secondary Pathway: Marketing Management

Postsecondary Program: Marketing

An Example of Courses with Secondary and Postsecondary Credits

Grade	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Fundamentals of Business & Admin.	World Languages
7	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Fundamentals of Business & Admin.	World Languages
8	English II	Geometry	Biology	World History	Health (.5) PE (.5)	Marketing Principles	Digital Marketing & Management
9	English III	Algebra II	Chemistry	U.S. History	Marketing Applications	Professional & Technical Sales	World Languages
10	English IV	Trigonometry/Calculus	Physics	U.S. Government	Merchandising & Buying	Strategic Entrepreneurship	
11							
12							

Grade	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar	World Languages
Year 1 1st Semester	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar	
Year 1 2nd Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History
Year 2 1st Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting		
Year 2 2nd Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media	

High School Career-Technical Education Program Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommended Electives

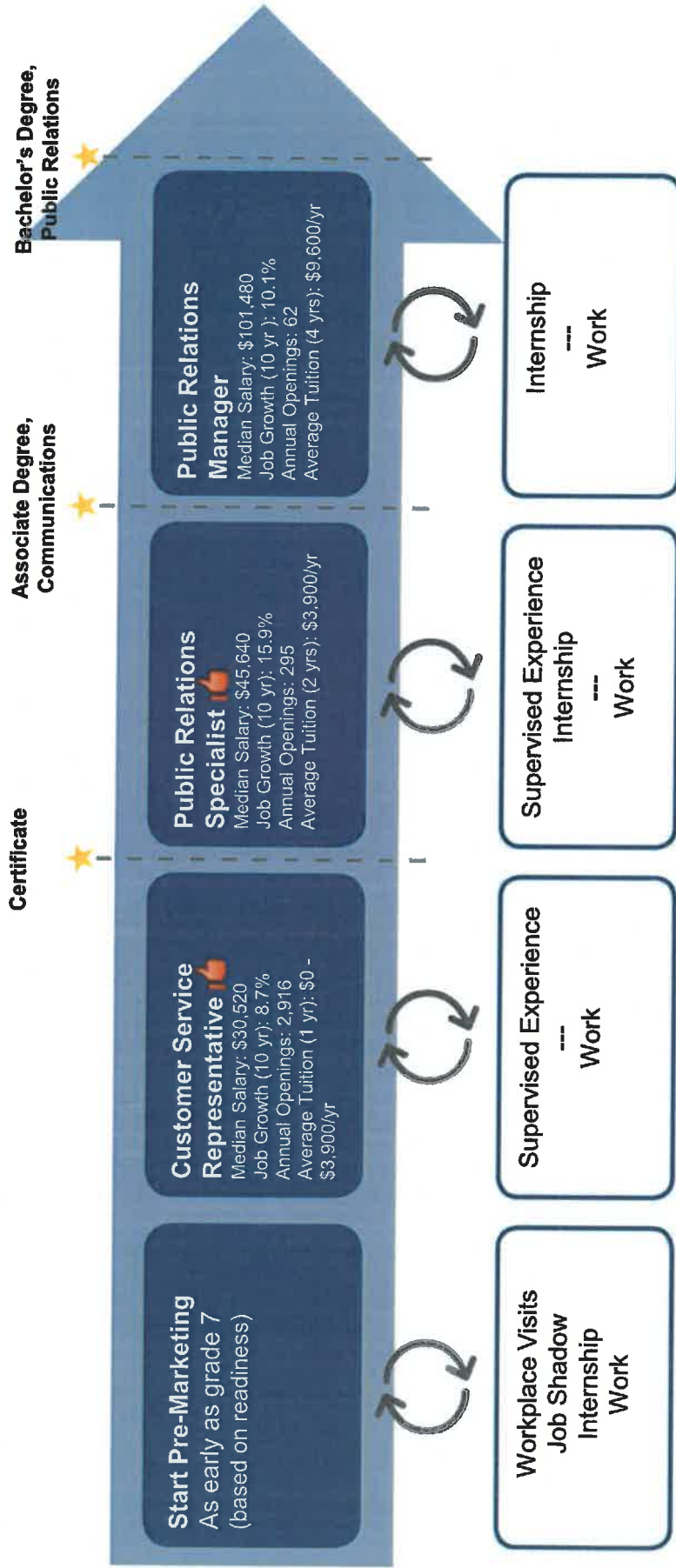
Visit education.ohio.gov/CareerConnections for reference information.

Course titles and sequences will vary between schools.

6/2015



NEWS Marketing Career Pathway



Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

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Secondary Pathway: Marketing Management

Postsecondary Program: Marketing

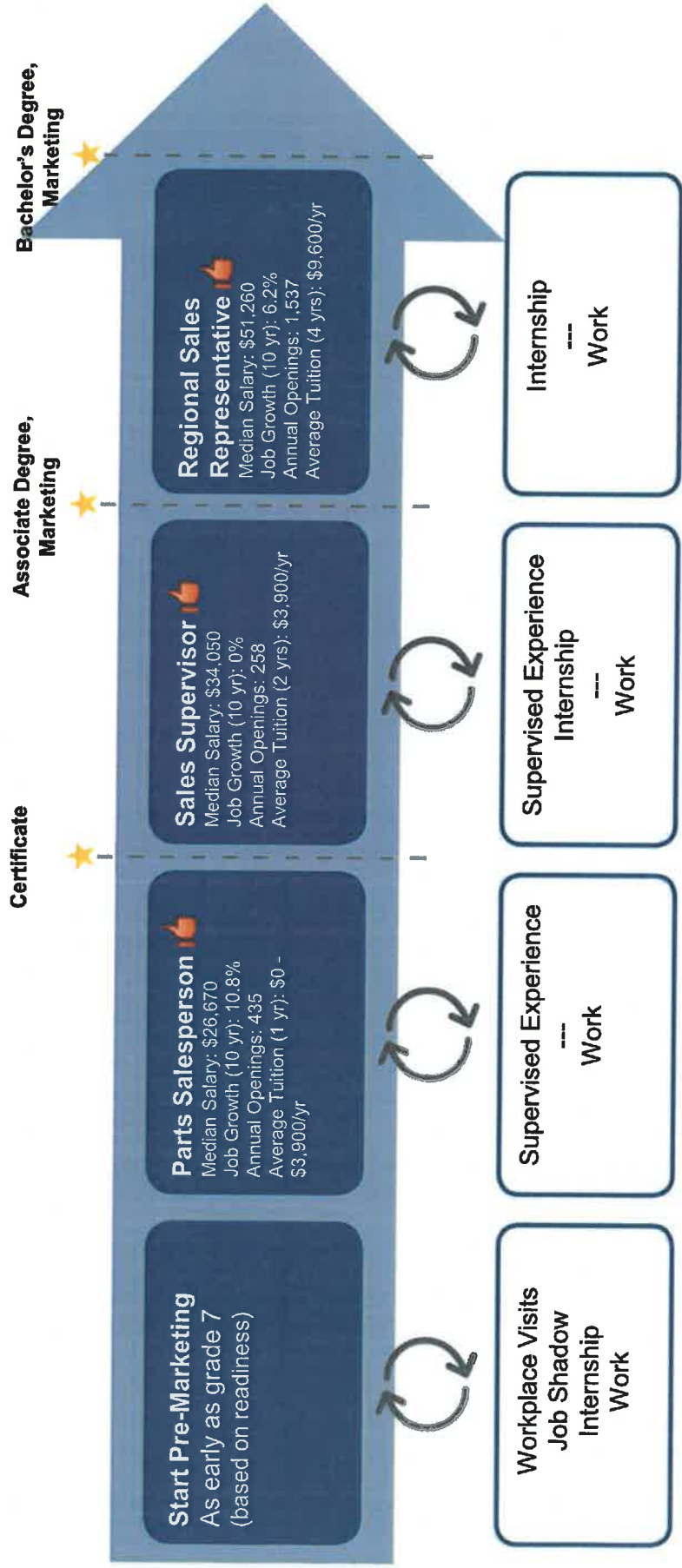
An Example of Courses with Secondary and Postsecondary Credits

Secondary	7 8	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Fundamentals of Business & Admin.		
	9 10	English II	Geometry	Biology	World History	Health (.5) PE (.5)	Business Foundations	Marketing Principles	World Languages
	11	English III	Algebra II	Chemistry	U.S. History	Marketing Applications	Professional & Technical Sales	World Languages	
	12	English IV	Trigonometry/ Calculus	Physics	U.S. Government	Marketing Research	Marketing Capstone		
Postsecondary	Year 1 1st Semester	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar		
	Year 1 2nd Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History	
	Year 2 1st Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting			
	Year 2 2nd Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		
High School Career-Technical Education Program Courses									
High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses									
Required Courses									
Recommended Electives									

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5/2015

Marketing Career Pathway

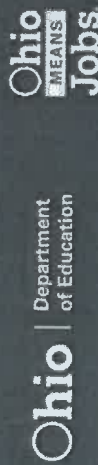


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Secondary Pathway: **Marketing Management**

Postsecondary Program: **Marketing**

An Example of Courses with Secondary and Postsecondary Credits

Secondary	7	8	9	10	11	12	Year 1 1st Semester	Year 1 2nd Semester	Year 2 1st Semester	Year 2 2nd Semester
	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Business Foundations				
	English II	Geometry	Biology	World History	Health (.5) PE (.5)	Marketing Principles				Digital Marketing & Management
	English III	Algebra II	Chemistry	U.S. History	Marketing Applications	Professional & Technical Sales				World Languages
	English IV	Trigonometry/Calculus	Physics	U.S. Government	Merchandising & Buying	Strategic Entrepreneurship				
Postsecondary	English Composition	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar				
	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics			American History	
	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting					
	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media				

High School Career-Technical Education Program Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommended Electives

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Course titles and sequences will vary between schools.

6/2015