

TRI-COUNTY ROP APPLIED MARKETING

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- Projected 12% job growth by 2016 in the industry sector
 - Learn interviewing techniques and resume building skills
 - Improve your communication skills

(see reverse side for more details)

The Applied Marketing program uses local retail stores as the extended campus for high school and adult students who desire to enter the distributive/marketing field. Each section meets daily with Classroom (CR), Community Classroom (CC), or Cooperative Vocational Education (CVE) preparation devoted to the development of retail skills. Depending upon a student's desires, some pursue advanced classroom knowledge while others develop on-the-job skills in the area of pricing and receiving, stocking and inventory, records, display, catalog sales, and basic selling and customer service. Upon completion of the course, the student will have the capabilities to be employable as any or all of the following: Warehouse Worker, Receiving Clerk, Stock Clerk, Records Clerk, Display Assistant, Retail Sales Clerk.

Occupation	Minimum Degree Required	Median Hourly Wage	Estimated Average Annual Wage
Customer Service Representative	HS Diploma	\$17.26	\$35,901
Telemarketer	HS Diploma	\$13.47	\$28,018
Public Relations Specialists	Certification/AA	\$31.39	\$65,291
Marketing Manager	Certification/AA	\$63.88	\$132,870
Retail Sales Supervisors	HS Diploma	\$19.74	\$41,059
Real Estate Agent	Certification/AA	\$33.75	\$70,200
Business Operations Specialists	Certification/AA	\$30.68	\$63,814
Secretary	HS Diploma	\$16.56	\$34,445
Distribution Manager	Bachelor	\$40.86	\$84,989
Wholesale and Retail Buyers	Certification/AA	\$26.59	\$55,307
Sales Representative	HS Diploma	\$12.43	\$25,854
Economist	Bachelor	\$47.45	\$98,696
Chief Executive Officer	Bachelor	\$68.49	\$142,459
Shipping and Receiving Clerk	HS Diploma	\$14.54	\$30,243

Information source: State of California, Employment Development Department, Labor Market Information Division, 2009 www.labormarketinfo.edd.ca.gov

Recommended Course Sequence

Prerequisite	9th Grade	10th Grade	11th Grade	12th Grade	Post Secondary
Core Academics (Math, English, Science)	<ul style="list-style-type: none"> ◆ Algebra 1 ◆ English 9 ◆ State Requirements 	<ul style="list-style-type: none"> ◆ Geometry ◆ English 10 ◆ Social Science 	<ul style="list-style-type: none"> ◆ Algebra 2 ◆ English 11 ◆ Social Science 	<ul style="list-style-type: none"> ◆ English 12 ◆ Social Science 	<ul style="list-style-type: none"> ◆ Business Mgt A: Yuba College Butte College Sierra College ◆ Marketing B/M: CSU Chico CSU Sacramento
Electives (ROP)		<ul style="list-style-type: none"> ◆ Computer Apps ◆ Business Apps ◆ Business Math 	<ul style="list-style-type: none"> ◆ Office Ed Lab ◆ Basic Accounting ◆ Acct Principles & Practices 	<ul style="list-style-type: none"> ◆ Applied Marketing ◆ Microsoft Office ◆ Computer Apps 	

Career Resources

- <http://www.californiarealitycheck.com/start.htm>
- <http://www.caljobs.ca.gov/>
- http://www.worksmart.ca.gov/success_tips_menu.html

Locations Course Offered

- Colusa Community Learning Center
- YCOE-Yuba Oaks

