

# Peach State Pathways: Program of Study

## Marketing, Sales & Services

Learner Name \_\_\_\_\_

Date \_\_\_\_\_

Learner Signature \_\_\_\_\_

Advisor/Counselor Signature \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_

*This plan of study should serve as a guide, along with other career planning materials, as you continue your education. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals.*

**All plans will meet minimum high school graduation requirements as well as minimum college entrance requirements.**

Applicants to Board of Regents institutions should be advised that meeting minimum requirements will not guarantee admission at any institution. Institutions may set additional and/or higher requirements.

<b>High School Education and Career Plan</b> Graduation Rule for 9 <sup>th</sup> grade students enrolling 2008-20	<b>I. English Language Arts (4 units)</b>  English 9 English 10 English 11 English 12  AP Lit and Comp AP Lang and Comp IB English SL (Am Lit) IB English HL (World Lit)  <u>Sample Additional English Courses:</u> Literary Types/Composition Oral/Written Communication	<b>II. Mathematics (4 units)</b>  Math 1 Math 2 Math 3 Math 4 OR Accelerated Math 1 Accelerated Math 2 Accelerated Math 3  AP Statistics Calculus AP Calculus AB AP Calculus BC IB Math Methods IB Math Studies SL IB Math SL IB Math HL  <u>Sample Additional Math Courses:</u> TBA	<b>III. Science (4 units)</b>  Biology Physical Science OR Physics Chemistry OR Environmental Science OR Earth Systems OR an AP/IB course  AP/IB course AP Biology AP Physics AP Chemistry IB Biology SL IB Biology HL IB Biochemistry IB Chemistry SL/HL  <u>Sample Additional Science Courses:</u> Microbiology Environmental Science AP Environmental Science Aviation Meteorology Astrophysics	<b>IV. Social Studies (3 units)</b>  Am Gov/Civics (1/2 unit) World History US History Economics (1/2 unit)  AP World History AP US History AP Government AP Microeconomics AP Macroeconomics IB Economics SL IB History of the Americas (SL)  <u>Sample Additional Social Studies Courses:</u> Current Issues The Humanities Technology and Society Psychology Sociology AP Macroeconomics AP Microeconomics	<b>V. Required Electives (3 units) and Other Electives (4 units) CTAE and/or Modern Language/Latin and/or Fine Arts</b>  <b>Career Pathway Sequence of Courses:</b> 08.47400 Marketing Principles 08.47500 Advanced Marketing 08.43600 Entrepreneurship: Building a Business <hr/> <b>CAREER PATHWAY RELATED COURSES:</b> 08.48000 Marketing Research 06.41430 International Business & Marketing 08.47200 Professional Sales & Promotion  <b>Modern Language/Latin</b>  2 units required for admission to Georgia University System Colleges/Universities For a listing of Modern Language/Latin courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.  <b>Fine Arts</b>  Visual Arts Performing Arts  For a listing of Fine Arts courses offered at your high school, please check with your advisor, counselor or curriculum handbook.  <b>VII. Other Electives</b>  For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.	<b>VI. Health &amp; Physical Edu (1 unit)</b>  Health & Personal Fitness  <u>Sample Additional Health &amp; PE courses:</u> Team Sports Rec Games Aerobics
	<b>Career-Related Education Activities</b>  <input type="checkbox"/> Career Awareness <input type="checkbox"/> Career Exploration <input type="checkbox"/> Instructional Related <input type="checkbox"/> Connecting <input type="checkbox"/> Work-Based Learning <ul style="list-style-type: none"> <li>Employability Skill Dev.</li> <li>Cooperative Education</li> <li>Internship</li> <li>Youth Apprenticeship</li> <li>Clinicals</li> </ul>		<b>Postsecondary Options:</b> <ul style="list-style-type: none"> <li>4-Year Universities/Colleges</li> <li>2-Year Colleges</li> <li>Technical Colleges</li> <li>State Registered Apprenticeships</li> <li>Special Purpose Schools</li> <li>On-the-Job Training</li> <li>Military</li> </ul>		<b>Possible postsecondary credit opportunities may include:</b> <ul style="list-style-type: none"> <li>*Advanced Placement</li> <li>*Articulated Credit (Technical Colleges)</li> <li>*Dual Enrollment/ACCEL (Degree Programs)</li> <li>*Dual Enrollment/HOPE (Certificate and Diplomas)</li> <li>Joint Enrollment (postsecondary credit only)</li> </ul> <p><small>*Postsecondary credit opportunities allow high school students to earn both college and high school credit simultaneously while in high school. Check with your counselor/advisor and Education and Career Partnership program manager for more information regarding these opportunities and others, such as Early College which serves both middle and high school students.</small></p>	

Go to GACollege411 at [www.GACollege411.org](http://www.GACollege411.org) for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, loans, and FAFSA and CSS forms).

Current GEORGIA Graduation Rule for student entering the 9 <sup>th</sup> grade in fall of 2008-2009 Areas of Study:	Credits	Postsecondary Programs of Study Technical College	Postsecondary Programs of Study University of Georgia System
I. English/Language Arts	4	<p>Select the following link for a list of Technical College System of Georgia (TCSG) institutions offering programs in <b>Marketing and Management</b>. Each technical college varies in the specific degrees (AAS), diplomas, and certificates offered.</p> <p><a href="https://kms.dtae.org/portal/tcsg/TCSGProgramOfferings.aspx">https://kms.dtae.org/portal/tcsg/TCSGProgramOfferings.aspx</a></p> <p><b>Step 1:</b> Use the drop-down box to select the term you plan to enter a TCSG institution;</p> <p><b>Step 2:</b> From the Specific Program drop-down box select <b>Marketing</b> or <b>Marketing Management</b>.</p> <p>You can then view a list of TCSG institutions that offer this program as well as the specific campus and awards (degree, diploma or certificate) offered.</p>	<p>The following link will list Board of Regents institutions offering degrees in <b>Marketing and Management</b>. In the first box titled "Major," type "Marketing." Then click the button at the bottom "View Matching Campuses" for a list. It will not be necessary to fill in all the other boxes. Further research will be required for specific programs of study that align with the pathway.</p> <p><a href="http://www.gacollege411.org/Select/MatchAsst/default.asp">http://www.gacollege411.org/Select/MatchAsst/default.asp</a></p>
II. Math	4		
III. *Science	4		
IV. Social Studies	3		
V. **Career, Technical and Agricultural Education (CTAE), and/or Modern Language/Latin, and/or Fine Arts	3		
VI. Health & Physical Education	1		
VII. Electives (4 units)	4		
TOTAL UNITS	23		
<p>* 4<sup>th</sup> Science may be used to meet both the required science and required elective in CTAE sequence of courses (V)</p> <p>**Student <u>must</u> complete 3 units in a pathway to complete CTAE pathway and take end of pathway assessment. Student <u>must</u> complete 2 years of the same Modern Language/Latin for admission to Georgia Board of Regents colleges/universities.</p>			

## MARKETING & MANAGEMENT

Marketing, Sales and Service involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution. Employment of marketing, sales and service managers is expected to increase 18 to 26 percent through 2014; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Currently students in the Marketing & Management pathway are eligible to take the National Credentialing Exam in industry-certified programs (ask your instructor if the local program is industry-certified). The state components of the national exam consist of a career portfolio of marketing/DECA events and accomplishments, a community service project, and an interview.

Competition for marketing, sales, and service jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs and volunteer work will be important to employers for entry-level jobs.

Anyone interested in this field should enjoy working with people, should be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.

For more information, visit these websites:  
American Marketing Association –[www.ama.org](http://www.ama.org)  
[www.GACollege411.org](http://www.GACollege411.org)  
[www.dol.state.ga.us](http://www.dol.state.ga.us)

The sample **MARKETING & MANAGEMENT PATHWAY** occupations listed below meet two out of three of GDOE definitions for high-demand, high-wage and high-skilled. [www.occsupplydemand.org](http://www.occsupplydemand.org)

Occupation Specialties	Level of Education Needed	Average Salary	Annual Average Openings in Georgia
Chief Executive	Bachelor Degree plus work experience	\$155, 168	850
Marketing Research Analyst	Bachelor Degree	\$61,464	210
Marketing Manager	Bachelor Degree plus work experience	\$94,307	310
Personal Financial Advisor	Bachelor Degree	\$75,754	470
Human Resources, Training, and Labor Relations Specialist	Bachelor Degree	\$53,061	150