

Marketing

The Marketing Pathway equips students with skills, character traits, and knowledge to be successful in an ever-changing professional environment. Marketing students will learn through project-based activities, participate in related capstone experiences, explore marketing fields, and develop 21st century durable skills.

Marketing Pathway Credit Checklist: 1.0 foundations credit, 2.5 skills credits, & 1.0 capstone experience credit

Potential Majors

- Business
- Communication
- Entrepreneurship
- Marketing
- Public Relations

Related Careers

- Advertising
- Editor
- Event Planner
- Journalist
- Public Relations Personnel
- Merchandising
- Publisher
- Related Military Careers
- Sales
- Social Media Manager

Possible IRCs/Certificate

- ASK Fundamentals of Marketing

Career & Technical Student Organizations (CTSO)

- DECA



Foundations Courses | 1.0 Credit Required

Grades 9-12

- Introduction To Business & Marketing (0.5 credit) H6442

Grades 10-12

- American Popular Culture (0.5 credit) H2063
- Marketing I (1.0 credit) H6400

Skills Courses | 2.5 Credits Required

Grade 10-12

- Marketing I (1.0 credit) H6400
- Student Leadership I (1.0 credit) H2080

Grades 11-12

- Creative Design Lab I (0.5 credit) H6136
- Digital Media Design (1.0 credit) H6138
- Entrepreneurship (0.5 credit) H6420
- Management (0.5 credit) H6410
- Marketing II* (1.0 credit) H6405
- Student Leadership II (1.0 credit) H2082

Capstone Experience | 1.0 Credit Required

Grades 11-12

- AP Seminar* (1.0 credit) H1020
- Dual enrollment options- pathway related
- Ignite Your Future Business Incubator++ (3.0 credits) H6144
- Marketing Internship (0.5 credit) H6440

Grade 12

- Advanced Student Leadership (1.0 credit) H2085
- AP Research* (1.0 credit) H1015
- CAPS- Global Business Entrepreneurship++. (3.0 credits) H9220
- DECA Management++ (1.0 credit) H6430
- Marketing III* (1.0 credit) H6406
- Pathways Internship++ (1.5 credits) H9240

Learners can only earn credit for a course once when working towards pathway completion.

*Weighted course ++This program requires an application & acceptance process.