

# High School to College and Career Pathway: Secondary

Career and Technical Education: Preparing Students for College and Career!



## Area of Study: Marketing Education

### Pathway: Marketing Entrepreneurship

#### Get the Facts

In 2008, there were 58,412 small businesses in Utah. (A small business is one with fewer than 500 employees.)

In June 2010, the U. S. Chamber of Commerce ranked Utah as one of the top ten states in support for entrepreneurship.

In November 2011, Forbes magazine ranked Utah the number one state for business.

#### Workforce Trends

To be an entrepreneur you don't need to be a certain age. A lot of teens are successful entrepreneurs. The U.S. Small Business Administration has a Teen Business link to help teens start, grow, and own a business:

<http://www.sbaonline.sba.gov/teens/>



#### CAREER AND TECHNICAL EDUCATION

##### Recommended Pathway Courses

(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)

CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL

Course #	Foundation Courses: (required)	Credit
08.0301	Marketing Entrepreneurship OR **	.50
52.0621	Business Entrepreneurship	.50
08.0711	Marketing 1	.50
	<b>Elective Courses:</b>	
08.9904	Advertising / Promotion	.50
08.0710	Customer Service	.50
08.0802	Social Media Marketing	.50
08.0601	Economics	.50
08.0101	Fashion Merchandising	.50
08.0199	Fashion Merchandising, Advanced	.50
08.0211	Leadership Principles	.50
08.0709	Marketing 2	.50
08.1701	Real Estate	.50
08.0705	Retailing	.50
08.0903	Sports & Entertainment Marketing	.50
08.0901	Travel & Tourism	.50
52.0312	Accounting I	.50
52.0211	Business Management	.50
52.0441	Business Law	.50
32.0199	Student Internship (Critical Workplace Skills)	.50

1.00 credit

2.00 credits

3.00 credits for completion

#### Marketing Entrepreneurship is:

- > High wage
- > High demand

#### Sample Career Occupations

- > Inventor
- > Marketing Education Teacher
- > Retail Owner/Operator
- > Sales & Service Owner
- > Web Developer/Owner
- > Venture Capitalist

\*\*The Marketing or Business Entrepreneurship course counts towards the required Pathway credit.

Middle School		State Requirements		High School Suggested Education Plan				College and Career
7th Grade	8th Grade	Middle School	High School	9th Grade Suggested	10th Grade Suggested	11th Grade Suggested	12th Grade Suggested	Beyond High School
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts 4.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	Language Arts 12 1.00	There are a number of options for education and training beyond high school, depending on your career goals. <ul style="list-style-type: none"> <li>&gt; Certificate</li> <li>&gt; Associate degree</li> <li>&gt; Bachelor's degree</li> <li>&gt; Professional degree</li> <li>&gt; On-the-job training</li> <li>&gt; Apprenticeship</li> <li>&gt; Military training</li> </ul> For more information on salary projections, labor market demand, and training options, visit <a href="http://www.utahfutures.org">www.utahfutures.org</a> .
Math * 1.00	Math * 1.00	2.00	Math 3.00	Math * 1.00	Math * 1.00	Math * 1.00	Accounting 1.00	
Science .50	Science 1.00	1.50	Science 3.00	Earth Systems 1.00	Biological Science 1.00	Additional Credit 1.00		
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies 3.00	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50	
P.E. 1.00	Health .50	1.50	P.E./Health 2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts 1.50	Fine Arts Courses 1.50				
Keyboarding .50			Computer Tech. .50	Computer Technology .50				
CTE Intro 1.00		1.00	CTE 1.00	Refer to Career and Technical Education box above.				

\* Talk to your school counselor about math requirements in the new common core curriculum. Core curriculum and elective requirements may vary district to district.

Concurrent enrollment course offerings vary by school and district. Many Utah postsecondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional postsecondary Pathways for details.

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## Area of Study: Marketing Education

### Pathway: Marketing Management

**Get the Facts**  
According to marketing industry studies, a person's "brand loyalty" may begin as early as age two.

**Workforce Trends**  
Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

CAREER AND TECHNICAL EDUCATION Recommended Pathway Courses		
(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)		
CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL		
Course #	Foundation Courses: (required)	Credit
08.0711	Marketing 1	.50
08.0709	Marketing 2	.50
Elective Courses:		
08.9904	Advertising / Promotion	.50
08.0710	Customer Service	.50
08.0802	Social Media Marketing	.50
08.0601	Economics	.50
08.0301	Marketing Entrepreneurship	.50
52.0621	Business Entrepreneurship	.50
08.0101	Fashion Merchandising	.50
08.0199	Fashion Merchandising, Advanced	.50
08.0211	Leadership Principles	.50
08.1701	Real Estate	.50
08.0705	Retailing	.50
08.0903	Sports & Entertainment Marketing	.50
08.0901	Travel & Tourism	.50
52.0312	Accounting I	.50
52.0211	Business Management	.50
52.0441	Business Law	.50
32.0199	Student Internship (Critical Workplace Skills)	.50

1.00 credit

2.00 credits

3.00 credits for completion

**Marketing Management is:**

- > High wage
- > High demand

**Sample Career Occupations**

- > Advertising Account Executive
- > Advertising Production Manager
- > Brand Manager
- > Marketing Education Teacher
- > Marketing Manager
- > Market Research Analyst
- > Promotions Manager
- > Public Relations Account Executive

Middle School		State Requirements		High School Suggested Education Plan				College and Career
7th Grade	8th Grade	Middle School	High School	9th Grade Suggested	10th Grade Suggested	11th Grade Suggested	12th Grade Suggested	Beyond High School
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts 4.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	Language Arts 12 1.00	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <ul style="list-style-type: none"> <li>&gt; Certificate</li> <li>&gt; Associate degree</li> <li>&gt; Bachelor's degree</li> <li>&gt; Professional degree</li> <li>&gt; On-the-job training</li> <li>&gt; Apprenticeship</li> <li>&gt; Military training</li> </ul> <p>For more information on salary projections, labor market demand, and training options, visit <a href="http://www.utahfutures.org">www.utahfutures.org</a>.</p>
Math * 1.00	Math * 1.00	2.00	Math 3.00	Math * 1.00	Math * 1.00	Math * 1.00	Accounting 1.00	
Science .50	Science 1.00	1.50	Science 3.00	Earth Systems 1.00	Biological Science 1.00	Additional Credit 1.00		
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies 3.00	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50	
P.E. 1.00	Health .50	1.50	P.E./Health 2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts 1.50	Fine Arts Courses 1.50				
Keyboarding .50			Computer Tech. .50	Computer Technology .50				
CTE Intro 1.00		1.00	CTE 1.00	Refer to Career and Technical Education box above.				

\* Talk to your school counselor about math requirements in the new common core curriculum. Core curriculum and elective requirements may vary district to district.

Concurrent enrollment course offerings vary by school and district. Many Utah postsecondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional postsecondary Pathways for details.

# High School to College and Career Pathway: Secondary

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## Area of Study: Marketing Education

### Pathway: Sales and Service Marketing

**Get the Facts**  
One in five American workers is employed in the retail industry in full-time, part-time, and seasonal positions.

**Workforce Trends**  
Employment opportunities for those pursuing a career in sales and service marketing will be best for those with advanced training and/or a college degree. Advancement in technology will result in new and more complex products. Therefore, employment opportunities for those pursuing a career in sales and service marketing will be best for those with appropriate knowledge and technical expertise in scientific products.



**CAREER AND TECHNICAL EDUCATION**  
**Recommended Pathway Courses**

(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)

**CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL**

Course #	Foundation Courses: (required)	Credit
08.0711	Marketing 1	.50
08.0705	Retail Management or Retailing School Store	.50
<b>Elective Courses:</b>		
08.9904	Advertising / Promotion	.50
08.0710	Customer Service	.50
08.0802	Social Media Marketing	.50
08.0601	Economics	.50
08.0301	Marketing Entrepreneurship	.50
52.0621	Business Entrepreneurship	.50
08.0101	Fashion Merchandising	.50
08.0199	Fashion Merchandising, Advanced	.50
08.0211	Leadership Principles	.50
08.0709	Marketing 2	.50
08.1701	Real Estate	.50
08.0705	Retailing	.50
08.0903	Sports & Entertainment Marketing	.50
08.0901	Travel & Tourism	.50
52.0312	Accounting I	.50
52.0211	Business Management	.50
52.0441	Business Law	.50
32.0199	Student Internship (Critical Workplace Skills)	.50

1.00 credit

2.00 credits

3.00 credits for completion

**Sales and Service Marketing is:**

- > High wage
- > High demand

**Sample Career Occupations**

- > Marketing Education Teacher
- > Merchandise Displayer
- > Purchasing Agent
- > Purchasing Manager
- > Retail Sales Manager
- > Sales Development Coordinator
- > Wholesale/Retail Broker
- > Wholesale/Retail Buyer

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Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts 4.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	Language Arts 12 1.00	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <ul style="list-style-type: none"> <li>&gt; Certificate</li> <li>&gt; Associate degree</li> <li>&gt; Bachelor's degree</li> <li>&gt; Professional degree</li> <li>&gt; On-the-job training</li> <li>&gt; Apprenticeship</li> <li>&gt; Military training</li> </ul> <p>For more information on salary projections, labor market demand, and training options, visit <a href="http://www.utahfutures.org">www.utahfutures.org</a>.</p>
Math * 1.00	Math * 1.00	2.00	Math 3.00	Math * 1.00	Math * 1.00	Math * 1.00	Accounting 1.00	
Science .50	Science 1.00	1.50	Science 3.00	Earth Systems 1.00	Biological Science 1.00	Additional Credit 1.00		
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies 3.00	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50	
P.E. 1.00	Health .50	1.50	P.E./Health 2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts 1.50	Fine Arts Courses 1.50				
Keyboarding .50			Computer Tech. .50	Computer Technology .50				
CTE Intro 1.00		1.00	CTE 1.00	Refer to Career and Technical Education box above.				

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# High School to College and Career Pathway: Secondary

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## Area of Study: Marketing Education

### Pathway: Travel and Tourism

#### Get the Facts

According to the U. S. Commerce Department, in the United States, International travel is one of the largest exports, exceeding agricultural goods and motor vehicles. In 2009, approximately 55 million international visitors traveled to the United States.

#### Workforce Trends

According to the U.S. Department of Labor, travel and tourism is one of the largest and fastest growing industries in the world.

Business travel in the U.S. is responsible for over \$240 billion in spending and approximately 2.4 million American jobs.



#### CAREER AND TECHNICAL EDUCATION

##### Recommended Pathway Courses

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Course #	Foundation Courses: (required)	Credit
08.0901	Travel & Tourism	.50
08.0711	Marketing 1	.50
	<b>Elective Courses:</b>	
08.9904	Advertising / Promotion	.50
08.0710	Customer Service	.50
08.0802	Social Media Marketing	.50
08.0601	Economics	.50
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08.0709	Marketing 2	.50
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08.0705	Retailing	.50
08.0903	Sports & Entertainment Marketing	.50
52.0312	Accounting I	.50
52.0211	Business Management	.50
52.0441	Business Law	.50
32.0199	Student Internship (Critical Workplace Skills)	.50

1.00 credit

2.00 credits

3.00 credits for completion

#### Travel and Tourism is:

- > High wage
- > High demand

#### Sample Career Occupations

- > Concierge
- > Cruise Director
- > Event Planner
- > Host/Hostess
- > Hotel Manager
- > Lodging Manager
- > Marketing Education Teacher
- > Tour Guides
- > Travel Agent
- > Travel Clerk
- > Waiter/Waitress

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Science .50	Science 1.00	1.50	Science 3.00	Earth Systems 1.00	Biological Science 1.00	Additional Credit 1.00		
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P.E. 1.00	Health .50	1.50	P.E./Health 2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts 1.50	Fine Arts Courses 1.50				
Keyboarding .50			Computer Tech. .50	Computer Technology .50				
CTE Intro 1.00		1.00	CTE 1.00	Refer to Career and Technical Education box above.				

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