

## Connecting High School to College and Career

Career and Technical Education (CTE) provides critical learning and hands-on skills in 62 Pathways within eight areas of study. Students who focus on a Pathway acquire the skills necessary for entry into well-paid careers with high potential for rapid financial growth, increased levels of responsibility, and a high degree of personal satisfaction.

### CTE Pathways:

- Will jump-start your future career.
- Will give you unlimited opportunities.
- Will help you plan for life after high school—before graduation.
- Will save you time and money.

### What is a Pathway?

- A Pathway is a sequence of courses within your area of interest.
- A Pathway connects from high school to college for a specific degree and/or career. A Pathway will save you time and money toward a college degree.

### CTE: Keeping it REAL

- Classroom instruction connects to the REAL world of work and future career opportunities.
- Statistics indicate that CTE graduates are worth higher wages because they are more productive than other workers.

### Did you know?

Ninety percent of jobs require training beyond high school.

### Top 5 reasons to participate in CTE Career Pathways:

1. To acquire technical skills training.
2. To participate in hands-on learning.
3. To jump-start your future career.
4. To earn college credit while in high school through concurrent enrollment classes.
5. To save time and money!

### Ask yourself:

- What do I want to be doing in 5 years?
- What do I want to be doing in 10 years?

### Ask yourself:

- What classes should I take to get ready for college?
- What does it cost to go to college?

### Ask yourself:

- Why should I plan?
- Why should I study?
- Why should I graduate from high school?

### Ask yourself:

- How can I make a lot of money?
- How do I find a career?
- How can Pathways help me?

*Acquiring critical learning and hands-on skills through education and training will open doors of opportunity for obtaining employment within your area of interest. Stay in school and finish your education. Your future depends on it.*

For more information log onto  
[www.utahcte.org](http://www.utahcte.org).

Utah State Office of Education  
250 East 500 South P.O. Box 144200  
Salt Lake City, UT 84114-4200  
Patti Harrington, Ed.D., State Superintendent of Public Instruction  
Mary Shumway, State Director of Career and Technical Education



Marketing Education  
Marketing Management

## High School to College and Career PATHWAYS



CAREER AND TECHNICAL EDUCATION  
*Giving Students the Edge*





# High School to College and Career Pathway: Secondary

Area of Study: Marketing Education

## Pathway: Marketing Management

Middle School		State Requirements			High School Suggested Education Plan				College & Careers																																																																				
7 <sup>th</sup> Grade	8 <sup>th</sup> Grade	Middle School	High School	9 <sup>th</sup> Grade Suggested	10 <sup>th</sup> Grade Suggested	11 <sup>th</sup> Grade Suggested	12 <sup>th</sup> Grade Suggested	Beyond High School																																																																					
Language Arts 7 1.00	Language Arts 8 1.00	2.00	3.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	(1 additional credit—class of 2011)	<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><b>Sample Occupations</b></p> <ul style="list-style-type: none"> <li>&gt; Advertising Account Executive</li> <li>&gt; Advertising Production Manager</li> <li>&gt; Brand Manager</li> <li>&gt; Marketing Education Teacher</li> <li>&gt; Marketing Manager</li> <li>&gt; Market Research Analyst</li> <li>&gt; Promotions Manager</li> <li>&gt; Public Relations Account Executive</li> </ul> <p>For more information on salary projections, labor market demand, and training options, visit <a href="http://www.careers.utah.gov">www.careers.utah.gov</a>.</p>																																																																					
Pre-Algebra 1.00	Elem. Algebra or Applied Math 1.00	2.00	2.00	Geometry or Applied Math II 1.00	Intermediate Algebra 1.00	Accounting 1.00																																																																							
Science .50	Science 1.00	1.50	2.00	Earth Systems 1.00	Biological Science 1.00	(1 additional credit—class of 2011)																																																																							
Utah Studies .50	U.S. History I 1.00	1.50	2.5	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	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	1.50	Fine Arts Courses 1.50																																																																									
			.50	Financial Literacy .50																																																																									
Keyboarding .50			.50	Computer Technology .50																																																																									
CTE Intro 1.00		1.00	1.00	Career and Technical Education Recommended Pathway Courses																																																																									
<p><b>Workforce Trends</b> 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.</p> <p><b>Get the Facts</b> According to the U.S. Department of Labor, advertising, marketing, promotions, public relations, and sales managers held about 646,000 jobs in 2004.</p>		<p>Core Curriculum and elective requirements may vary district to district. Check with your school counselor.</p> <p>Concurrent enrollment course offerings vary by school and district.</p> <p>Many Utah post-secondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional post-secondary Pathways for details.</p>		<p>(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)</p> <p><b>CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL</b></p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <thead> <tr> <th style="background-color: white;">Course #</th> <th style="background-color: white;">Foundation Courses: (required)</th> <th style="background-color: white;">Credit</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center; background-color: white;"><i>Choose A / B or Semester / Advanced</i></td> </tr> <tr> <td>08.0708</td> <td>Marketing A</td> <td>.50</td> </tr> <tr> <td>08.0708</td> <td>Marketing B</td> <td>.50</td> </tr> <tr> <td>08.0711</td> <td>Marketing Semester</td> <td>.50</td> </tr> <tr> <td>08.0709</td> <td>Marketing Advanced</td> <td>.50</td> </tr> <tr> <td colspan="3" style="text-align: center; background-color: white;"><b>Elective Courses:</b></td> </tr> <tr> <td>08.9904</td> <td>Advertising / Promotion</td> <td>.50</td> </tr> <tr> <td>08.0710</td> <td>Customer Service</td> <td>.50</td> </tr> <tr> <td>08.0802</td> <td>e-Commerce</td> <td>.50</td> </tr> <tr> <td>08.0601</td> <td>Economics</td> <td>.50</td> </tr> <tr> <td>08.0301</td> <td>Entrepreneurship</td> <td>.50</td> </tr> <tr> <td>08.0101</td> <td>Fashion Merchandising</td> <td>.50</td> </tr> <tr> <td>08.0199</td> <td>Fashion Merchandising, Advanced</td> <td>.50</td> </tr> <tr> <td>08.0211</td> <td>Leadership Principles</td> <td>.50</td> </tr> <tr> <td>08.1701</td> <td>Real Estate</td> <td>.50</td> </tr> <tr> <td>08.0705</td> <td>Retailing</td> <td>.50</td> </tr> <tr> <td>08.0903</td> <td>Sports &amp; Entertainment Marketing</td> <td>.50</td> </tr> <tr> <td>08.0901</td> <td>Travel &amp; Tourism</td> <td>.50</td> </tr> <tr> <td>52.0312</td> <td>Accounting I</td> <td>.50</td> </tr> <tr> <td>52.0211</td> <td>Business Management</td> <td>.50</td> </tr> <tr> <td>52.0441</td> <td>Business Law</td> <td>.50</td> </tr> <tr> <td>32.0199</td> <td>Student Internship (Critical Workplace Skills)</td> <td>.50</td> </tr> </tbody> </table>					Course #	Foundation Courses: (required)	Credit	<i>Choose A / B or Semester / Advanced</i>			08.0708	Marketing A	.50	08.0708	Marketing B	.50	08.0711	Marketing Semester	.50	08.0709	Marketing Advanced	.50	<b>Elective Courses:</b>			08.9904	Advertising / Promotion	.50	08.0710	Customer Service	.50	08.0802	e-Commerce	.50	08.0601	Economics	.50	08.0301	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
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