

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.

Utah State Office of Education
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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
Sales and Service Marketing

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: Sales & Service Marketing

Middle School		State Requirements			High School Suggested Education Plan				College & Careers																																																														
7 th Grade	8 th Grade	Middle School	High School	9 th Grade Suggested	10 th Grade Suggested	11 th Grade Suggested	12 th 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"> > Certificate > Associate degree > Bachelor's degree > Professional degree > On-the-job training > Apprenticeship > Military training <p>Sample Occupations</p> <ul style="list-style-type: none"> > Marketing Education Teacher > Merchandise Displayer > Purchasing Agent > Retail Sales Manager > Sales Development Coordinator > Wholesale/Retail Broker > Wholesale/Retail Buyer <p>For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov.</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	2.50	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	<p>Career and Technical Education Recommended Pathway Courses</p> <p>(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)</p> <p>CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL</p> <table border="1"> <thead> <tr> <th>Course #</th> <th>Foundation Courses: (required)</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>08.0711</td> <td>Marketing Semester</td> <td>.50</td> </tr> <tr> <td>08.0705</td> <td>Retail Management or Retailing School Store</td> <td>.50</td> </tr> <tr> <td colspan="3">Elective Courses:</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>08.0709</td> <td>Marketing, Advanced</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 & Entertainment Marketing</td> <td>.50</td> </tr> <tr> <td>08.0901</td> <td>Travel & 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	08.0711	Marketing Semester	.50	08.0705	Retail Management or Retailing School Store	.50	Elective Courses:			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	08.0709	Marketing, Advanced	.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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Workforce Trends Employment opportunities for those pursuing a career in sales and service marketing will be best for those with a college degree. Appropriate knowledge or technical expertise, along with strong social skills, will be necessary for successful selling.		Core Curriculum and elective requirements may vary district to district. Check with your school counselor.																																																																					
Get the Facts According to the U.S. Department of Labor, more than 23 million Americans are employed in the retailing industry in more than 2 million retail establishments.		Concurrent enrollment course offerings vary by school and district.																																																																					
		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.																																																																					

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