



14 Marketing, Sales & Service Plan of Study



Sub-Pathways: Management & Entrepreneurship Pathway; Professional Sales & Marketing Pathway; Buying & Merchandising Pathway; Marketing Communication & Promotion Pathway; Marketing Information & Research Pathway; Distribution & Logistics Pathway; E-Marketing Pathway.

	9 th Grade	10 th Grade	11 th Grade	12 th Grade
High School	English 9	Speech and Writing Experiences or Journalistic Writing	American Literature and Public Speaking I	Contemporary Literature or Classical Literature and Advanced Writing or Guided Writing Projects
	Algebra 1 (or Geometry)	Geometry (or Algebra 2)	Algebra 2 (Pre-Calculus or Discrete Math)	Discrete Math, Pre-Calculus, or AP Statistics (or AP Calculus)
	Molecular Biology or Investigative Biology	Chemistry I	Physical Science or Physics	Physiology and Anatomy
	American Studies II	Contemporary American History or Historical Viewpoints and Modern Western Civ.	Economics or Psychology or Sociology	American Government
	Lifetime Fitness Ed.	PE/Health	PE/Health	PE/Health
	Computer Applications I			
Electives	World Languages: In our global society, taking multiple years of a World Language is highly recommended for all post-secondary endeavors and is a requirement for many colleges.			
	Related High School Electives: Supplementary materials including the student 'Course Guide' showing elective course offerings that relate to each career cluster are available in the schools and on the district web site at: http://www.davenport.k12.ia.us/students.asp			
	Sample Focused Elective Sequences: With the diverse array of career opportunities available under each career cluster, there is no one right combination of elective course offerings. Students, in conjunction with parents, counselors and other caring adults must determine what is right for them. More details can be found at: http://davenportschools.org/curriculum/ACP/Foc_EI.pdf			
	Sample Career-Focused Elective Sequences Follow:			
	Marketing-Related Careers: Choose at least 3 units from the following: Business Career Academy; Introduction to Business 0.5; Operating a Small Business 0.5; Marketing Class 1.0; Marketing Coop Work Experience 2.0; Speech 0.5; Commercial Art 0.5; Applied Economics 0.5; Economics 0.5; Environmental Studies 0.5			
<i>Work in Progress</i>				

Post-Secondary	Kirkwood Community College	Clinton, Muscatine and Scott	St. Ambrose University
	www.kirkwood.cc.ia.us/programs Apparel Merchandising Marketing Career Option Marketing Management Communications Media/Public Relations	Marketing/Sales & Retailing Business Administration/Accounting Business Management - Marketing Emphasis	www.sau.edu Business Administration Economics Finance Marketing Media Studies Public Relations & Marketing Communication
	Black Hawk College	Kaplan University	University of Northern Iowa
	www.bhc.edu Business Transfer Business Management & Marketing Public Relations Transfer Web Developer Web Programmer	www.kaplan.edu Marketing/Sales & Retailing Retail	www.uni.edu Communication: Electronic Media Graphic Communications Marketing
Career Enhancement Options	Work-based Learning Options	Short-Term Training Options	
	<input type="checkbox"/> Job-Shadowing: <input type="checkbox"/> Internship/Mentorship: <input type="checkbox"/> On-The-Job Training:	<input type="checkbox"/> Marketing a Small Business <input type="checkbox"/> Insurance Licensing <input type="checkbox"/> Real Estate Licensing <input type="checkbox"/> Web Page Design <input type="checkbox"/> Adobe Illustrator	

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Parent/Guardian: Please sign and return this document indicating that you are aware of your student's career cluster interest and have reviewed the courses recommended for this particular cluster. These are only recommendations. Students will be able to customize their Academic Career Plans to best meet their postsecondary and career goals.

PRINT Students's Name/School

Parent/Guardian's Signature

Date