



# Journalism Communication Career Pathway

Education Planning Guide for Middle School and Beyond



This Career Pathway, along with other career planning materials, serves as a guide to assist students in the Auburn School District in developing a relevant middle-to-high school plan that will prepare them for further education and/or employment in the **Business and Marketing Career Cluster**. The career pathway outlined below can be individualized to meet each learner's education and career goals. It allows students to earn high school credits while completing coursework in middle school, earn college credits while completing coursework within high school, and apply those credits toward attainment of a college certificate and/or degree. It is important to share and review this plan with a parent/guardian and school counselor.

EDUCATION LEVELS	GRADE	English/ Language Arts	Social Studies	Science	Math	Other Required Courses Other Electives Recommended Electives Learner Activities Leadership Activities	Career & Technical Courses And/or Degree Major Courses	Auburn School District Graduation Requirements		
								Credit Requirements (24.0 credits total):		
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>										
<b>MS</b>	8	Successfully complete required coursework for 6th, 7th and 8th grade, and these electives →			STEM Fundamentals of IT, STEM Computer Science, STEM Visual Communication					
	<b>SECONDARY</b>	9	Language Arts	(.5) World Studies or AP Human Geography	Science (1.0) Next Gen or Biology	Algebra I	(2.0) Credit from Fine Arts or Course Equivalencies  (1.5) Credits From Fitness Courses	Orientation or Career Choices	<b>Digitools*</b>	
		10	Language Arts	Global Issues (.5) or AP Euro	Science (1.0) Next Gen or Chemistry	Geometry		(.5) 10th Grade Health	Minimum of two years of the same world language are required for students planning to enroll at a four-year university	<b>Microsoft Office Specialist 1*, 2*</b>
		11	American Literature 1, 2	U. S. History or AP U. S. History	Chemistry	Advanced Algebra and Trig		Worldwide Web Publishing 1*, 2* <b>Journalism/Newspaper Yearbook (CTE)</b>		
		<i>College Placement Assessments-Academic/Career Advisement Provided</i>								
12	Senior English Electives	Civics (.5) and Elective (.5) or AP American Government (1.0)	Physics or AP Biology or AP Chemistry	AP Statistics or Pre-Calculus	Worldwide Web Publishing 3*, 4* <b>Journalism/Newspaper Yearbook (CTE)</b>					

Credit Requirements  
(24.0 credits total):

- 4.0 credits - English
- 3.0 credits - Social Studies
- 3.0 credits – Math
- 3.0 credits - Science
- 1.5 credits – Fitness
- 0.5 credits – Health
- 2.0 credits – Arts \*\*
- 2.0 credits – World Language \*\*
- 1.0 credits – Career and Technical
- 4.0 credits - Electives

Additional Requirements:

- High School and Beyond Plan
- Culminating Project/Portfolio
- Certificate of Academic Achievement or Approved Alternative

\*Students who earn a "C" or better in the above (\*) courses may be eligible for college credit. See page 3 for more information. \*\*Credits may be applied in a chosen career pathway.





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<b>POST SECONDARY</b>	<p>The Post-High School program options listed below for this Career Pathway represents just some examples of options available within the Puget Sound area, including programs where agreements for dual credit exist between the college and school district. For other options available related to this program of study, <b>visit your career center or the websites of local colleges.</b></p>	
	<b>Apprenticeship Opportunities</b>	<p>To learn more about apprenticeships in this program, go to: <a href="#">Apprenticeship Registration &amp; Tracking, University of Washington</a>            Examples: Technical Writer, Computer Programmer, Communication</p>
	<b>Earn Certificate and Enter Workforce</b>	<p>To learn more about certificate programs, go to: <a href="#">Renton Technical College</a> , <a href="#">Highline College</a>            Examples: Applications Developer, Pre-Web, Client Side Scripting, Server Side Scripting, Mobile App Development</p>
	<b>Military</b>	<p>To learn more about Military education and training programs, go to: <a href="#">todaysmilitary.com</a> , <a href="#">defense.gov</a></p>
	<b>Associate Degree Transitions</b>	<p>To learn more about Associate degrees, go to: <a href="#">Green River College</a> , <a href="#">Highline College</a>, <a href="#">Renton Technical College</a>            Examples: Computer Science, Web/Database Developer, Journalism/Mass Media</p>
	<b>4 year University</b>	<p>To learn more about Bachelor and beyond degrees, go to: <a href="#">University of Washington</a>, <a href="#">Washington State University</a> , <a href="#">Central Washington University</a>            Examples: IT and Administrative Management, Computer Science, Digital Technology and Culture, Journalism</p>

Students intending to earn an Associate Degree and transition to a 4-year University can use the below section to list appropriate classes.

COURSE CODE	CREDIT	COURSE NAME	COURSE CODE	CREDIT	COURSE NAME



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The Journalism Communication Career Pathway prepares students for a wide variety of Journalism and Communication Careers. Students will be prepared to apply skills learned regarding fundamentals in programming and multimedia skills, budget planning, advertising sales, computer layout and design compatible with Associated Press Style of writing. Students will explore career areas such as Photojournalist, News Copy Editor, Social Media Specialist and Sports Information Director.

## Occupational Information

The following represent occupations within this field and their average annual earnings and openings based on data from the Washington State Employment Security Department. For more information about these and other occupations within this field, go to <https://esd.wa.gov/labormarketinfo>

<u>Occupation</u>	<u>Washington State Projected Openings</u>		<u>Earnings</u>
	<u>2016-2026</u>		
Advertising Sales Agents	3,240		\$65,794 yr.
Broadcast News Analysts	71		\$124,184 yr.
Advertising & Promotions Manger	447		\$151,409 yr.
Public Relations Specialist	5,769		\$73,772 yr.
Photojournalist			\$41,000 yr.
Writes & Authors	1,396		\$66,333 yr.
Editor's	1,826		\$68,740 yr.

## Post-High School Connections

The following courses within this program of study may be eligible for college credit at several local colleges if students earn a "C" or better:

<u>High School Course</u>	<u>Credits Possible</u>	<u>College</u>	<u>College Course</u>
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At this time there are no colleges allowing dual credit. Please check back at a later date.

## Student Leadership Development



NATIONAL  
STUDENT  
LEADERSHIP  
CONFERENCE

The [National Student Leadership Conference's](#) Film, Journalism & Media Arts summer program for high school students uses an interactive approach to learning that gives you an opportunity to immerse yourself in the challenging complexities of the communication field. Discover the World of Communication, you will learn from working journalists, media professionals, public relations experts, web designers and animators.

For additional leadership opportunities at your high school, please contact your Career and Technical Education teacher.

## Scholarship Opportunities

For local, state, and national scholarship opportunities, please visit your counseling and/or career center, Career Cruising [www.CareerCruising.com](http://www.CareerCruising.com), WOIS [www.wois.org](http://www.wois.org), [thecareemap.org](http://thecareemap.org) or Fast Web [www.FastWeb.com](http://www.FastWeb.com).

For more information about this Career Pathway, contact an instructor, a school counselor or a career specialist.

