



Marketing 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			Career & Technical Courses And/or Degree Major Courses	Auburn School District Graduation Requirements
						Other Electives	Recommended Electives	Learner Activities Leadership Activities		
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>										
MS	8	Successfully complete required coursework for 6th, 7th and 8th grade, and these electives →			STEM Fundamentals of IT, STEM Computer Science, STEM Visual Communication					
	SECONDARY	9	Language Arts	(.5) World Studies or AP Human Geography	Science (1.0) Next Gen or Biology	Algebra I		Orientation or Career Choices	Marketing & Business Foundations/DECA	
		10	Language Arts	Global Issues (.5) or AP Euro	Science (1.0) Next Gen or Chemistry	Geometry	(.5) 10th Grade Health	(2.0) Credit from Fine Arts or Course Equivalencies	Minimum of two years of the same world language are required for students planning to enroll at a four-year university	Marketing/DECA 1, 2
		11	American Literature 1, 2	U. S. History or AP U. S. History	Chemistry	Advanced Algebra and Trig	(1.5) Credits From Fitness Courses			Marketing/DECA 3, 4 Project Management or Marketing Store/DECA 1, 2 Retail Operations
		<i>College Placement Assessments-Academic/Career Advisement Provided</i>								Marketing/DECA 5, 6 Business Administration or Marketing Store/DECA 3, 4 Management*
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						
<p>*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.</p>										



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POST SECONDARY	<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, visit your career center or the websites of local colleges.</p>	
	Apprenticeship Opportunities	<p>To learn more about apprenticeships in this program, go to: Apprenticeship Registration & Tracking Examples: No related apprenticeships at this time.</p>
	Earn Certificate and Enter Workforce	<p>To learn more about certificate programs, go to: Renton Technical College , Green River College , Highline College Examples: Supervision and Management, Retail Management, Customer Service Specialists</p>
	Military	<p>To learn more about Military education and training programs, go to: todaysmilitary.com , defense.gov</p>
	Associate Degree Transitions	<p>To learn more about Associate degrees, go to: Green River College , Highline College , Renton Technical College Examples: Associate in Business, Business Management, Associate of Business</p>
	4 year University	<p>To learn more about Bachelor and beyond degrees, go to: University of Washington , Washington State University , Central Washington University , Western Washington University Examples: Marketing, Finance and Supply Chain Management, Business Administration--Marketing</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 Marketing Career Pathway is the core course system for students in the business and marketing pathway. Students will learn about careers in Business, Marketing and Management with a major emphasis on “employability” skills, economic, marketing and business concepts, creative sales and leadership development. Students have the opportunity to apply business, marketing, and leadership concepts by managing student-run enterprises.

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 2016-2026</u>	<u>Earnings</u>
Retail Salespersons	4081	\$ 29,457 yr.
Customer Service Representatives	1808	\$ 36,760 yr.
Market Research Analysts	664	\$ 79,546 yr.
Sales Managers	415	\$127,666 yr.
Marketing Managers	340	\$134,286 yr.
Advertising and Promotions Managers	32	\$110,107 yr.
Purchasing Agents	367	\$ 69,316 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>
Entrepreneurship	5	Green River Community College	BUS 164
Marketing 1, 2, 3, 4	10	Green River Community College	BUS 121, BUS159
Marketing WBL	2	Green River Community College	BUS 177
Retail Operations	5	Green River Community College	BUS 257
Math for Business & Personal Finance	5	Green River Community College	BUS E110
	5	Renton Technical College	AMATH 171

Student Leadership Development



DECA supports the development of marketing and management skills in career areas such as hospitality, finance, sales and service, business administration and entrepreneurship. Programs and activities are tailored to the specific career interest of students and include technical skills, basic scholastic and communication skills, human relations and employability skills, with a strong emphasis on economics and free enterprise.

For information about this leadership opportunity, talk with a Career and Technical Education instructor.

Scholarship Opportunities

For local, state, and national scholarship opportunities, please visit your counseling and/or career center, Career Cruising www.CareerCruising.com, WOIS www.wois.org, thecareermap.org or Fast Web www.FastWeb.com

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

