



Marketing Program of Study



Education Planning Guide for Middle School and Beyond

This program of study, 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 Education and Training career cluster. The program of study 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.

Auburn SD Component of Program of Study	Grade	English	Social Studies	Science	Math	Health/ Fitness	Arts	Career and Technical	Related Electives	Auburn School District Graduation Requirements 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 <u>Additional Requirements:</u> • High School and Beyond Plan • Culminating Project/Portfolio • Certificate of Academic Achievement or Approved Alternative	
	Middle School	Successfully complete required coursework for 6 th , 7 th and 8 th grade, and these electives →							STEM Fundamentals of IT, STEM Computer Science		
	9	Language Arts	World Studies (.5) or AP Human Geography	Science (1.0) Next Gen or Biology	Algebra I				Marketing & Business Foundations/DECA		Orientation or Career Choices
	10	Language Arts	Global Issues (.5) or AP Euro	Science (1.0) Next Gen or Chemistry	Geometry		10 th Grade Health (.5)	2.0 Credit from Fine Arts or Course Equivalencies such as Visual Communications	Marketing/DECA 1, 2		Minimum of two years of the same world language are required for students planning to enroll at a four-year university
	11	American Literature 1, 2	U. S. History or AP U. S. History	Chemistry	Mathematics for Business and Personal Finance		1.5 Credits From Fitness Courses		Marketing/DECA 3, 4 Project Management or Marketing Store/DECA 1, 2 Retail Operations		
12	Senior English Electives	Civics (.5) and Elective (.5) or AP American Government (1.0)	Physics or AP Biology or AP Chemistry	Advanced Algebra and Trig		Marketing/DECA 5, 6 Business Administration or Marketing Store/DECA 3, 4 Management*					

***Students who earn a "B" or better in these courses may be eligible for college credit. See page 2 for more information.** **Credits may be applied in a chosen career pathway

Post - High Program of Study	Apprenticeship Opportunities	Earn a Certificate and Enter the Workforce	Earn an Associate's Degree and transition to a 4-year university or enter the workforce	Earn a 4-year college degree, and then enter the workforce
	To learn more about apprenticeships in this program, go to: Apprenticeship Registration & Tracking No related apprenticeships at this time	Renton Technical College Supervision and Management Green River Community College Retail Management Highline Community College Customer Service Specialists	Renton Technical College Associate in Business Green River Community College Business Management Highline Community College Associate of Business	University of Washington Marketing Washington State University Marketing Central Washington University Finance and Supply Chain Management Western Washington University Business Administration--Marketing

The Post-High School program options listed above for this Program of Study represent 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.



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The Marketing Program of Study is the core course for student 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 “B” 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 Program of Study, contact an instructor, a school counselor or a career specialist.