



# MARKETING

## - Program of Study -

**Career Cluster: Marketing**

**Career Pathway: Marketing Management**

This Academic Plan is based upon the state requirements needed for an Advanced Diploma. Academic course names may vary among school districts.

Grade	1 <sup>st</sup> Course	2 <sup>nd</sup> Course	3 <sup>rd</sup> Course	4 <sup>th</sup> Course	5 <sup>th</sup> Course	6 <sup>th</sup> Course (CTE)
9 <sup>th</sup> Grade	English I	Algebra I	Biology	Health / Computer Literacy	Physical Education	Principles of Business and Marketing
10 <sup>th</sup> Grade	English II	Geometry	Chemistry or Geoscience	World History	Physical Education	Marketing I
11 <sup>th</sup> Grade	English III	Algebra II	Science Course or Elective <sup>1</sup>	US History	Foreign Language <sup>2</sup> or Elective <sup>1</sup>	Marketing II <sup>3</sup>
12 <sup>th</sup> Grade	English IV	Senior Level Math Course	Elective <sup>1</sup>	US Government	Foreign Language <sup>2</sup> or Elective <sup>1</sup>	Marketing Advanced Studies

<sup>1</sup> Electives may include arts and humanities courses or other career and technical education courses that relate to the program of study.

<sup>2</sup> Foreign Language courses are recommended if a student is planning on entering a university. (See individual university admission policies)

<sup>3</sup> CTE Assessments will be administered during the completion level CTE course.

Career and Technical Student Organizations	Work-Based Learning	CTE Assessments
DECA	Job Shadowing / Internship / Work Experience / Career Days / Career Fairs / Field Trips / Guest Speakers	1) End of Program Technical Assessment for Marketing 2) Workplace Readiness Skills Assessment (for Employability Skills Standards)

Postsecondary Options	State Articulation Agreements for CTE College Credit								
College of Southern Nevada / Great Basin College / Nevada State College / Truckee Meadows Community College / University of Nevada, Las Vegas / University of Nevada, Reno / Western Nevada College	<p><b>Secondary Program Requirements</b> Student must earn the state Certificate of Skill Attainment in Marketing.</p> <p><b>Postsecondary Credit Options</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">College of Southern Nevada</td> <td style="width: 15%;">6 Credits</td> <td style="width: 33%;">Great Basin College</td> <td style="width: 19%;">9 Credits</td> </tr> <tr> <td>Western Nevada College</td> <td>6 Credits</td> <td></td> <td></td> </tr> </table>	College of Southern Nevada	6 Credits	Great Basin College	9 Credits	Western Nevada College	6 Credits		
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High Wage - High Skill - High Demand Careers	State Recognized Industry Certifications
Merchandise Buyer / Account Supervisor / Media Buyer/Planner / Research Specialist / Brand Manager / Product Planner / Field Marketing Rep / Entrepreneur	Refer to the Governor's Office of Workforce Innovation's <a href="#">Nevada Eligible Industry Credentialing List</a>