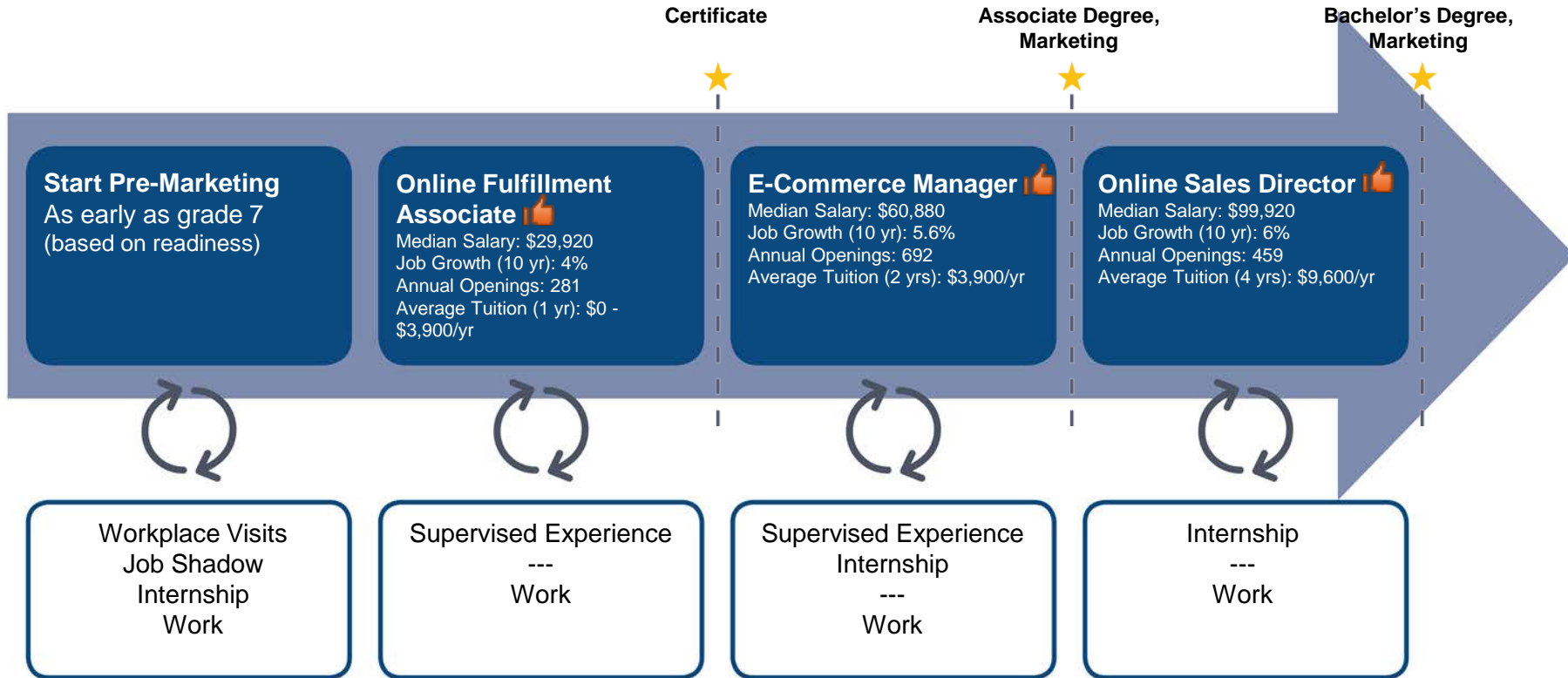




Marketing Career Pathway



Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

Preparing students for multiple options after high school:
gainful employment and/or postsecondary study.

 Ohio In-demand Occupations

Data reflects 2014 Ohio labor statistics and public institutions of higher education for 2013-2014. For specific tuition costs, visit ohiohighered.org.

Secondary Pathway: **Marketing Management**

Postsecondary Program: **Marketing**

An Example of Courses with Secondary and Postsecondary Credits

| | | | | | | | | | |
|---------------|------------------------|----------------------------|-------------------------------|--------------------------------|------------------------------------|---------------------------|-----------------------------------|--------------------------------|-----------------|
| Secondary | 7 8 | English I | Algebra I | Physical Science | Social Studies | Fine Arts | Fundamentals of Business & Admin. | | |
| | 9 10 | English II | Geometry | Biology | World History | Health (.5) PE (.5) | Marketing Principles | Digital Marketing & Management | World Languages |
| | 11 | English III | Algebra II | Chemistry | U.S. History | Marketing Applications | Professional & Technical Sales | World Languages | |
| | 12 | English IV | Trigonometry/ Calculus | Physics | U.S. Government | Merchandising & Buying | Strategic Entrepreneurship | | |
| Postsecondary | Year 1 1st Semester | English | Statistics | Retailing | Micro-economics | Digital Media Preparation | College Seminar | | |
| | Year 1 2nd Semester | Marketing Principles | Financial Accounting | Supply Chain Mgmt Principles | Branding | Customer Service & Sales | Physics | American History | |
| | Year 2 1st Semester | Web & Electronic Marketing | Advertising & Promotion | Business-to-Business Marketing | Marketing Info & Consumer Analysis | Managerial Accounting | | | |
| | Year 2 2nd Semester | Global Marketing | Project Management Principles | Direct & Database Marketing | Marketing Seminar | Marketing Practicum | Fundamentals of Interactive Media | | |

High School Career-Technical Education Program Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommended Electives

Visit education.ohio.gov/CareerConnections for reference information.

Course titles and sequences will vary between schools.

6/2015