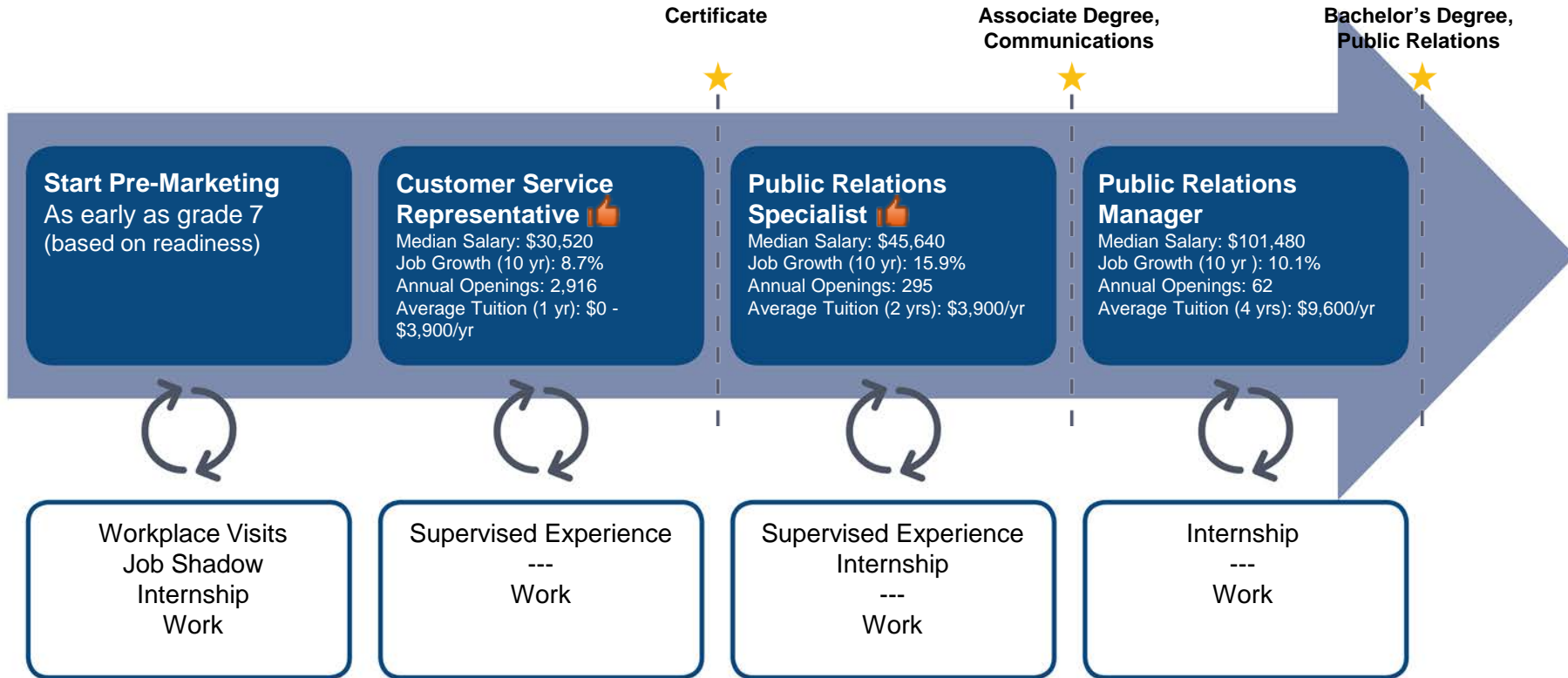




Marketing Career Pathway



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.



Marketing Career Pathway

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)	Business Foundations	Marketing Principles	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	Marketing Research	Marketing Capstone		
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.

5/2015