

*This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Individualize your coursework to meet your educational and career goals while referring to these recommended coursework.*

Marketing at Taft High School 7-12							With a HS diploma you can work as a... <sup>(a)</sup>	Additional Schooling (1 & 2 Year Programs)
(1) Required classes for pathway completion are shaded		(2) Optional classes for pathway enhancement are bolded		(3) Earn college credit				
9 <sup>th</sup> Grade	10 <sup>th</sup> Grade	11 <sup>th</sup> Grade	12 <sup>th</sup> Grade					
English	English	English	English			<ul style="list-style-type: none"> <li>• Retail Salespersons (\$24,405)</li> <li>• Cashiers (\$20,786)</li> <li>• Telemarketer (\$21,177)</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing – Certificate of Completion – 3 terms</li> <li>• Marketing – Associate of Applied Science – 6 terms</li> </ul> <p><i>Similar 1 and 2 year programs maybe available at other community colleges and technical training schools.</i></p>	
Math	Math	Math	Career Related Learning Experience					
Applied Arts / Foreign Language	Social Science	Social Science	Social Science					
Science	Science	Elective	Elective					
PE / Health	PE / Health	Elective	Elective					
<i>Elective</i>	<i>Elective</i>	<b>Accounting 1 <sup>(2)</sup></b>	<b>Accounting 2 <sup>(2)</sup></b>					
<b>High School 101 <sup>(1) (3)</sup></b>	<b>Sports and Entertainment Marketing <sup>(1)</sup></b> or <b>Fashion Marketing <sup>(1)</sup></b>	<b>Sports and Entertainment Marketing <sup>(2)</sup></b> or <b>Fashion Marketing <sup>(2)</sup></b> or <b>Marketing 2 <sup>(2)</sup></b>	<b>Sports and Entertainment Marketing <sup>(2)</sup></b> or <b>Fashion Marketing <sup>(2)</sup></b> or <b>Marketing 2 <sup>(2)</sup></b>					
Marketing Program at Portland Community College							With a Certificate of Completion <sup>(b)</sup>	Additional Schooling (4 Year Programs)
*Earn college credit for this course(s) by taking the appropriate high school course								
Prerequisites	Certificate of Completion <sup>(CC)</sup>			Associate of Applied Science <sup>(AAS)</sup>				
	Term 1	Term 2	• Term 3	Term 4	Term 5	Term 6	<ul style="list-style-type: none"> <li>• Entrepreneur – Small Business Owner</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Business Marketing – University of Oregon</li> <li>• Marketing – Portland State University</li> </ul> <p><i>Similar 4 year programs maybe available at other colleges.</i></p>
	BA101 Introduction to Business	<b>BA131 *</b> <b>Computers in Business</b>	BA239 <sup>(CC)</sup> Advertising or BA211 <sup>(AAS)</sup> Principles of Accounting 1	<b>CAS216 *</b> Beginning Word: WIN	<b>CAS170 *</b> Beginning Excel	BA249 Principles of Retailing & E-tailing		
	CAS121A Beginning Keyboarding	BA238 <sup>(CC)</sup> Sales or BA226 <sup>(AAS)</sup> Business Law 1	BA249 <sup>(CC)</sup> Prin. of Retailing & E-tailing or BA205 <sup>(AAS)</sup> Solve Comm. Prob. w/ Tech.	BA203 Intro to International Business	BA239 Advertising	BA280A CE: Business Experience Or CAS230 PageMaker		
	MTH30 Business Math	BA285 Human Relations-Organizations	Business Elective <sup>(CC)</sup> or EC200 <sup>(AAS)</sup> Principles of Economics	BA250 Small Business Management	BA234 International Marketing	Approved Business Elective		
	WR121 English Composition	BA111 Intro to Accounting	BA280A <sup>(CC)</sup> CE: Business Experience and BA280B <sup>(CC)</sup> CE: Business Experience – Seminar Or CAS230 <sup>(CC)</sup> PageMaker	BA238 Sales	BA280A CE: Business Experience And BA280B CE: Business Experience – Seminar Or Restricted Business Elective	Approved Business Elective		
	General Education Elective	BA223 Principles of Marketing	SP111 <sup>(AAS)</sup> Fundamentals of Speech	Approved Business Elective				
							<b>With an Associate of Applied Science Degree <sup>(b)</sup></b>	
							<ul style="list-style-type: none"> <li>• Advertising Sales Agent (\$42,338)</li> <li>• Manager of Retail Sales (\$38,592)</li> </ul>	
							<b>With a Bachelor Degree <sup>(c)</sup></b>	
							<ul style="list-style-type: none"> <li>• Advertising, Marketing, Promotions, Public Relations, and Sales Manager (\$65,780-\$89, 945)</li> <li>• Agents and Business Manager (\$39,180)</li> </ul>	

(a) These occupations usually require a high school diploma, short-term (less than a month) to moderate-term (less than a year) on-the-job training.

(b) These occupations usually require associate degree, postsecondary certificate, and/or long-term (more than a year) on-the-job training.

(c) These occupations usually require a bachelor degree and work experience. In some cases a master's degree.