

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... ^(a)	Additional Schooling
(1) Required classes for pathway completion are shaded		(2) Optional classes for pathway enhancement are bolded			
9 th Grade	10 th Grade	11 th Grade	12 th Grade		
English	English	English	English	<ul style="list-style-type: none"> • Retail Salespersons (\$24,405) • Cashiers (\$20,786) • Telemarketer (\$21,177) 	<ul style="list-style-type: none"> • Retailing– Certificate of Completion – 3 terms • Marketing – Associate of Applied Science – 6 terms <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>	Accounting 1 ⁽²⁾	Accounting 2 ⁽²⁾		
High School 101 ^{(1) (3)}	Marketing ⁽¹⁾	Fashion Marketing ⁽²⁾ or Marketing 2 ⁽²⁾	Fashion Marketing ⁽²⁾ or Marketing 2 ⁽²⁾		
Retailing Program at Oregon Coast Community College				With a Certificate of Completion ^(b)	Additional Schooling
*Earn college credit for this course(s) by taking the appropriate high school course					
Certificate of Completion ^(CC)				<ul style="list-style-type: none"> • Entrepreneur – Small Business Owner • Manager of Retail Sales (\$38,592) 	<ul style="list-style-type: none"> • Marketing – University of Oregon • Marketing – Portland State University <p><i>Similar 4 year programs maybe available at other colleges.</i></p>
Prerequisites	Term 1	Term 2	• Term 3		
	BA203 Interpersonal Relations	BA214 Business Communications	BA223 Principles of Marketing		
	CS125E Excel-Workbook	BA224 Human Resources Management	BA249 ^(CC) Prin. of Retailing & E-tailing		
	SP111 Fundamentals of Speech	MTH062 Business Applications Using Mathematics	BA211 Principles of Accounting 1		
		BA206 Business Management Principles			
				<ul style="list-style-type: none"> • Advertising Sales Agent (\$42,338) • Agents and Business Manager (\$39,180) 	
				With an Associate of Applied Science Degree ^(b)	
				<ul style="list-style-type: none"> • Advertising, Marketing, Promotions, Public Relations, and Sales Manager (\$65,780-\$89, 945) 	
				With a Bachelor Degree ^(c)	

- (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.