

PROGRAM OF STUDY



Career Cluster: Marketing

Career Cluster Pathway: Administration, Business Information Management, Human Resources, Marketing

This Career Pathway Program of Study can serve as a guide along with other career planning materials as learners continue on a career path. Courses listed within this program are only recommended coursework and should be individualized to meet each learner's education and career goals. This Program of Study should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

SAMPLE Occupations Relating to This Pathway		
Marketing/ E- Marketing	Administration	Human Resources
Business Information Management	Hotel/Restaurant Management	Sales Specialist

SECONDARY COURSES Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes. These courses are not listed in sequence.		
Technical Literacy (0.5)	Marketing (0.5)	Social Media Marketing (0.5)
Sports Marketing (0.5)	Business Law (0.5)	MS Office Specialist (0.5)
Accounting (0.5)	Personal Finance (0.5)	Technical Writing (0.5)
AP Economics (1.0)	Student Store – Retail Management (0.5)	Yearbook (1.0)

BPS Graduation Requirements & Credits Class of 2021 and beyond	
English	4.0
Physical Education	1.5
Health	0.5
Science	3.0*
Math	3.0**
Social Studies	3.0***
World Language	2.0
Art	2.0
Career & Technical Education (CTE)/Occupational	1.5
<i>Technical Literacy (0.5) CTE Elective (1.0)</i>	
Other Courses	9.5
Required High School Credits	30
<p>*One credit of science may be met by another science course based on High School and Beyond Plan including parent/guardian signature. See counselor for details. **Algebra II may be met by another third year math course based on student interest and High School and Beyond Plan, including parent/guardian signature. See counselor for details. ***Washington State History is required for graduation. District students fulfill this state requirement in Grade 7 Social Studies. Transfer students may need to complete this requirement prior to graduation. See counselor for details.</p>	

Leadership, Dual Credit and Post-Secondary Information All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	
Leadership Programs HOSA – Future Health Professionals DECA - Marketing FFA - Agriculture FCCLA – Family Con. Science FBLA - Business SkillsUSA – Trade and Industry TSA -Technology WVSMMA - Sports Medicine	CTE Dual Credit Courses Courses approved for Dual Credit will change from year to year. Learn more about earning college credit in the career center! Technical Certifications, Apprenticeships, 2 year and 4 year college details for all career clusters can be found at the following site: http://www.k12.wa.us/CareerTechEd/ProgramsofStudy.aspx