



Marketing Career Cluster

Pathway	OCCUPATIONS RELATING TO THIS CAREER CLUSTER
Marketing Communications	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Associate • Public Information Director • Interactive Media Specialist
Marketing Management	Database Manager • Customer Service Representative • Brand Manager • Director of Market Development • Marketing Services Manager • Planning Analyst
Marketing Research	Research Associate • Research Specialist • Market Research Manager • Strategic Planner • Research Analyst • Forecasting Manager • Marketing Strategist
Merchandising	Merchandise Buyer • Operations Manager • Retail Marketing Coordinator • Receiving Clerk • Visual Merchandise Manager • Department Manager • Sales Associate
Professional Selling	Account Executive • Broker • Manufacturer’s Representative • Field Representative • Sales Executive • Solutions Advisory • Client Relationship Manager

HIGH SCHOOL COURSE REQUIREMENTS									
English	Math	Science	Social Studies	Physical Education					
Four units required to graduate; including literature, composition, and speech.	Three units required to graduate	Three units required to graduate.	Three units required to graduate.	One unit required to graduate.					
Choices may include:		Required Units:		Required Units:		Required Units:			
<input type="checkbox"/> English 9 05071	<input type="checkbox"/> Algebra I 11031	<input type="checkbox"/> Physical Science 13030	<input type="checkbox"/> U.S. History 15085	<input type="checkbox"/> Physical Education 1 unit 08030					
<input type="checkbox"/> English 10 05072	<input type="checkbox"/> Geometry 11120	<input type="checkbox"/> Biology 13020	<input type="checkbox"/> American Government ½ unit AND 15111	OR					
<input type="checkbox"/> English 11 05073	<input type="checkbox"/> Advanced Algebra 11032	<input type="checkbox"/> One additional unit of Science	<input type="checkbox"/> Economics ½ unit 15060	<input type="checkbox"/> Physical Education ½ unit AND 08030					
<input type="checkbox"/> English 12 05074		OR	OR	<input type="checkbox"/> Health ½ unit 18010					
		<input type="checkbox"/> Biology 13020	<input type="checkbox"/> Problems of Democracy 1 unit 15201						
		<input type="checkbox"/> Chemistry 13031							
		<input type="checkbox"/> Physics 13042	Additional units may include:						
			<input type="checkbox"/> Civics						
			<input type="checkbox"/> Geography						
			<input type="checkbox"/> Psychology						
			<input type="checkbox"/> World History						

Career & Technical Education Electives				Extended Learning Opportunities			
Three units of foreign or Native American language, fine arts, or career and technical education are required to graduate.							
Marketing Education		Business Education		School-Based:		Community Based:	
<input type="checkbox"/> Principles of Marketing 04080	<input type="checkbox"/> Communication Technologies 14028	<input type="checkbox"/> DECA	<input type="checkbox"/> Mentorship				
<input type="checkbox"/> Marketing I 04210	<input type="checkbox"/> Management I 14231	<input type="checkbox"/> FBLA	<input type="checkbox"/> Volunteer				
<input type="checkbox"/> Marketing II 04215	<input type="checkbox"/> Management II 14232	<input type="checkbox"/> FCCLA	<input type="checkbox"/> Part-time Employment				
<input type="checkbox"/> Management 04223	<input type="checkbox"/> Entrepreneurship 14111	<input type="checkbox"/> SkillsUSA	<input type="checkbox"/> Service Learning Project				
<input type="checkbox"/> Principles of Sports and Entertainment Marketing 04239	<input type="checkbox"/> Operations Management 14234	<input type="checkbox"/> TSA	<input type="checkbox"/> Job Shadow				
<input type="checkbox"/> Sports and Entertainment Marketing 04240		<input type="checkbox"/> FFA	<input type="checkbox"/> Internship				
<input type="checkbox"/> International Marketing 04310		<input type="checkbox"/> Career Research					
<input type="checkbox"/> School-Based Enterprise 04290	Trade, Industry & Technical Education		<input type="checkbox"/> Cooperative Work Experience				
<input type="checkbox"/> Principles of Finance 04081	<input type="checkbox"/> Parts & Merchandise Management 17035						
<input type="checkbox"/> Business Finance 04082							
<input type="checkbox"/> Principles of Entrepreneurship 04110							
<input type="checkbox"/> Entrepreneurship 04111							
<input type="checkbox"/> Social Media Marketing 04235							

North Dakota Marketing Related Postsecondary Programs

Pathway	Associate's Degree or Less	Bachelor's Degree	Master's Degree or More
Marketing Communications	<input type="checkbox"/> Advertising and Marketing (DCB) <input type="checkbox"/> Advertising transfer (WSC) <input type="checkbox"/> Information & Communications Technology (NDSCS) <input type="checkbox"/> Mass Communications (BSC)	<input type="checkbox"/> Business Communication (UM) <input type="checkbox"/> Communication (UND) <input type="checkbox"/> Mass Communication (UM) <input type="checkbox"/> Public Relations (UM)	
Marketing Management	<input type="checkbox"/> Advertising & Marketing (DCB) <input type="checkbox"/> Business Management (NDSCS, UTTC, WSC) <input type="checkbox"/> Information Management (NHSC) <input type="checkbox"/> Management (BSC) <input type="checkbox"/> Management Entrepreneurship (BSC, NHSC) <input type="checkbox"/> Marketing (LRSC) <input type="checkbox"/> Marketing and Management transfer (DCB)	<input type="checkbox"/> Business Management (RC, UM) <input type="checkbox"/> Management (MiSU, NDSU) <input type="checkbox"/> Management Communication (NDSU) <input type="checkbox"/> Marketing (MiSU, NDSU, RC, UM, UND) <input type="checkbox"/> Sports Management (MaSU, NDSU, UM)	<input type="checkbox"/> Management (MiSU)s
Marketing Research		<input type="checkbox"/> Business Systems Analysis (RC)	
Merchandising	<input type="checkbox"/> Marketing (LRSC)	<input type="checkbox"/> Apparel, Retail Merchandising, & Design (NDSU) <input type="checkbox"/> Operations and Supply Chain Management (UND)	<input type="checkbox"/> Merchandising (NDSU)
Professional Selling	<input type="checkbox"/> Entrepreneurship (NDSCS, TMCC) <input type="checkbox"/> Retail and Sales Management (NDSCS) <input type="checkbox"/> Sales (NDSCS)	<input type="checkbox"/> Art Entrepreneurship (DSU) <input type="checkbox"/> Computer Information Systems (VCSU) <input type="checkbox"/> Entrepreneurship (UND)	

North Dakota Postsecondary Institutions Offering Marketing Related Programs

BSC	Bismarck State College	www.bismarckstate.edu	NHSC	Nueta Hidatsa Sahnish College	http://nhsc.edu
CCCC	Cankdeska Cikana Community College	www.littlehoop.edu	RC	Rasmussen College	www.rasmussen.edu
DCB	Dakota College at Bottineau	www.dakotacollege.edu	UTTC	United Tribes Technical College	www.uttc.edu
DSU	Dickinson State University	www.dickinsonstate.edu	UM	University of Mary	www.umary.edu
LRSC	Lake Region State College	www.lrsc.edu	UND	University of North Dakota	www.und.edu
MiSU	Minot State University	www.minotstateu.edu	VCSU	Valley City State University	www.vcsu.edu
NDSCS	ND State College of Science	www.ndscs.edu	WSC	Williston State College	www.willistonstate.edu
NDSU	ND State University	www.ndsu.edu			