



Marketing Career Cluster

PLAN OF STUDY

<http://www.nd.gov/cte/services/career-clusters/>

<http://www.careerclusters.org>

Name _____

School _____

Date _____



(7/10/2010 CTE revision)

SAMPLE OCCUPATIONS RELATING TO THIS CAREER CLUSTER	
Pathway	Occupations (Also include Family & Consumer Science, Marketing, and Business Office Technology Teachers)
MARKETING MANAGEMENT	Chief Executive Officer • Entrepreneur • Marketing Director • Marketing Specialist • Marketing Manager • Product/Brand Manager
MARKETING COMMUNICATIONS	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Communications Manager • Public Relations Specialist
MARKETING RESEARCH	Data Collection Specialist • Market Analyst • Market Research Manager • Product Analyst • Research Analyst • Research Specialist
MERCHANDISING	Buyer • Coordinator • Inventory Controller • Merchandising Manager • Merchandiser • Retail Marketing Coordinator • Sales Associate • Store Manager
PROFESSIONAL SELLING	Account Executive • Broker • Manufacturer's Representative • Sales Agent • Sales Executive • Sales Management • Sales Representative

SUGGESTED COURSE OF HIGH SCHOOL STUDY						
It is suggested that students consider appropriate units of dual credit, articulation, or advanced placement opportunities for postsecondary credit.						
English (*four units required to graduate; including literature, composition, and speech) Choices may include:	Math (*three units required to graduate) Choices may include:	Science (three units required to graduate) *Required units Choices may include:	Social Studies (three units required to graduate) *Required units Choices may include:	Physical Education (one unit required to graduate) *Required units	Career & Technical Education and Other Electives (three units of foreign or Native American language, fine arts, or career and technical education are required to graduate)	Additional Suggested Learning Opportunities
<input type="checkbox"/> English 9 <input type="checkbox"/> English 10 <input type="checkbox"/> English 11 <input type="checkbox"/> English 12 <input type="checkbox"/> Speech or Debate <input type="checkbox"/> Business English <input type="checkbox"/> World Literature <input type="checkbox"/> Creative Writing <input type="checkbox"/> AP English <input type="checkbox"/> Dual Credit Classes	<input type="checkbox"/> Pre-Algebra <input type="checkbox"/> Consumer Math <input type="checkbox"/> Applied Math College Prep: <input type="checkbox"/> Algebra <input type="checkbox"/> Geometry <input type="checkbox"/> Advanced Algebra <input type="checkbox"/> Advanced Math <input type="checkbox"/> Probability & Stat <input type="checkbox"/> Trigonometry <input type="checkbox"/> College Algebra <input type="checkbox"/> Dual Credit Classes	<input type="checkbox"/> *Physical Science <input type="checkbox"/> *Biology <input type="checkbox"/> *1 additional unit Choices may include: <input type="checkbox"/> Advanced Biology <input type="checkbox"/> Chemistry <input type="checkbox"/> Anatomy & Physiology <input type="checkbox"/> Environmental Sci. <input type="checkbox"/> Dual Credit Classes	<input type="checkbox"/> *U.S. History <input type="checkbox"/> *American Gov 1/2 and <input type="checkbox"/> *Economics ½, or <input type="checkbox"/> *Problems of Democracy <input type="checkbox"/> *1 additional unit Choices may include: <input type="checkbox"/> Psychology <input type="checkbox"/> ND History <input type="checkbox"/> Geography <input type="checkbox"/> World History <input type="checkbox"/> Sociology <input type="checkbox"/> Dual Credit Classes	<input type="checkbox"/> *Physical Education 1 unit or <input type="checkbox"/> *Physical Ed ½ unit and <input type="checkbox"/> *Health ½ unit	<input type="checkbox"/> Introduction to Business <input type="checkbox"/> Principles of Entrepreneurship <input type="checkbox"/> Entrepreneurship <input type="checkbox"/> Principles of Finance <input type="checkbox"/> Principles of Marketing <input type="checkbox"/> Marketing I <input type="checkbox"/> Marketing II <input type="checkbox"/> Marketing III <input type="checkbox"/> Marketing IV <input type="checkbox"/> International Marketing <input type="checkbox"/> Principles of Sports and Entertainment Marketing <input type="checkbox"/> Sports and Entertainment Marketing <input type="checkbox"/> School Based Enterprise <input type="checkbox"/> Cooperative Work Experience (Internship) <input type="checkbox"/> Foreign Language	School-Based: <input type="checkbox"/> DECA <input type="checkbox"/> FBLA <input type="checkbox"/> Career Research <input type="checkbox"/> Internship <input type="checkbox"/> Job Shadowing <input type="checkbox"/> Service Learning Project Community-Based: <input type="checkbox"/> Mentorship <input type="checkbox"/> Volunteer <input type="checkbox"/> Part-time Employment

EXAMPLES OF NORTH DAKOTA POSTSECONDARY PROGRAMS RELATED TO THIS CAREER CLUSTER			
Pathway	Associate Degree or Less	Bachelors Degree	Masters Degree or More
MARKETING MANAGEMENT	<input type="checkbox"/> Advertising (DCB, RAS) <input type="checkbox"/> +Marketing Management (LRSC, DCB, NDSCS, NDSU) <input type="checkbox"/> +Business Management (BSC, CCCC, MaSU, DCB, NDSCS, RAS, SBC, TBC, UM)	<input type="checkbox"/> Marketing Management (JC, MiSU, UM, UND) <input type="checkbox"/> +Business Management (MiSU, RAS, TBC, UM)	<input type="checkbox"/> +Business Management (MiSU) <input type="checkbox"/> Marketing Management (UND) <input type="checkbox"/> Marketing (MiSU, NDSU, UND) <input type="checkbox"/> +Business Administration (MiSU, NDSU, UM, UND)
MARKETING COMMUNICATIONS	<input type="checkbox"/> Marketing Management (LRSC, DCB, NDSCS, NDSU) <input type="checkbox"/> Advertising and Marketing (DCB, RAS)	<input type="checkbox"/> +Communications (DSU, JC, MiSU, NDSU, UND, VCSU)	<input type="checkbox"/> +Communications (UND) <input type="checkbox"/> Marketing (MiSU, NDSU, UND) <input type="checkbox"/> +Business Administration (MiSU, NDSU, UM, UND)
MARKETING RESEARCH	<input type="checkbox"/> Marketing (FBCC) <input type="checkbox"/> Marketing Management (LRSC, DCB, NDSCS, NDSU)	<input type="checkbox"/> Marketing (DSU, MiSU, UND) <input type="checkbox"/> Business Management (MiSU, RAS, TBC, UM)	
MERCHANDISING	<input type="checkbox"/> Marketing Management (LRSC, DCB, NDSCS, NDSU) <input type="checkbox"/> +Floral Design (DCB)	<input type="checkbox"/> Merchandising (NDSU) <input type="checkbox"/> +Interior Design (NDSU) <input type="checkbox"/> +Apparel and Textiles (NDSU)	<input type="checkbox"/> Merchandising (NDSU) <input type="checkbox"/> +Fashion (NDSU) <input type="checkbox"/> +Apparel and Textiles (NDSU)
PROFESSIONAL SELLING	<input type="checkbox"/> Marketing Management (LRSC, DCB, NDSCS, NDSU) <input type="checkbox"/> Sales and Marketing (LRSC)	<input type="checkbox"/> Marketing (DSU, MiSU, UND) <input type="checkbox"/> +Business Management (MiSU, RAS, TBC, UM)	<input type="checkbox"/> Marketing Management (UND)

+These major fields may also be found in related clusters including: Arts, A/V Tech, and Communications; Government & Public Admin; Business Management, & Administration; Human Services; & Finance.)
 BSC – Bismarck State University, CCCC – Cankdeska Cikana Community College, DCB – Dakota College at Bottineau, DSU – Dickinson State University, FBCC – Fort Berthold Community College, JC – Jamestown College, LRSC – Lake Region State College, MaSU – Mayville State University, MiSU – Minot State University, NDSCS – North Dakota State College of Science, NDSU – North Dakota State University, RAS – Rasmussen College, SBC – Sitting Bull College, TBC – Trinity Bible College, UM – University of Mary, UND – University of North Dakota, VCSU – Valley City State University, WSC – Williston State College. (7/10/2010 CTE revision)