



Marketing Cluster



| | Grade | English | Math | Science | Social Studies | Other Required Courses | Career & Technical Courses | |
|----------------------------------|--|------------|--|---------------------------------|--|--|--|---|
| High School | 9 | English 9 | Algebra I | Earth, Life or Physical Science | State History or Civics | Physical Education Health | Business Essentials Business Technology Applications | |
| | 10 | English 10 | Geometry | Biology | US History | Possible GTC Credit | Marketing Advanced Business Technology Applications | |
| | 11 | English 11 | Algebra II or Pre-Calculus | Chemistry | World History Psychology | General Education English Composition I Oral/Interpersonal Communication Math w/ Business Applications Economics Intro to Psychology Intro to Sociology PC Basics / Microsoft Office | | 3 3 3 3 3 3 |
| | <i>College Placement Assessments (ACT, SAT, etc), Academic/Career Advisement Provided</i> | | | | | | | Principles of Marketing Communications Principles of Sales & Promotion |
| | 12 | English 12 | Calculus or Statistics | Physics or other science course | Government Economics | Cluster Courses Accounting for Business Marketing Principles Marketing Careers Marketing Professional Development Microsoft PowerPoint | 3 3 1 1 1 | Promotional Planning Principles of Marketing Research |
| Gateway Technical College | Associate Degrees | | Technical Diplomas | | Certificates | | Credit Transfer Opportunities | |
| | Marketing Communications | | | | | | | |
| | Marketing-General Marketing Marketing-Business to Business | | | | International Trade Marketing/Sales Professional Selling Small Business Marketing Sports & Event Marketing Store Management | | <ul style="list-style-type: none"> • Cardinal Stritch • Franklin University • George Williams College • UW-Parkside • UW-Platteville • Capella University • DeVry University • UW-Oshkosh • UW-Stout • UW-Whitewater | |
| Careers | Requiring Postsecondary Education | | | | | | Requiring Baccalaureate Degree | |
| | <ul style="list-style-type: none"> • Advertising/Promotion Trainee • Assistant Buyer • Buyer/Purchasing Agent • Customer Service Trainee • Customer Service Manager • Data Base Marketer • Department Manager | | <ul style="list-style-type: none"> • Direct Marketer • District Sales Manager • Field Salesperson • Inside Salesperson • Marketing/Research Trainee • Regional Sales Manager | | <ul style="list-style-type: none"> • Route Salesperson • Sales Representative • Sales Trainee • Store Manager • Trade Show Planner • Visual Merchandiser | | <ul style="list-style-type: none"> • Account Executive • Advertising Manager • Analyst • Circulation Manager • Contract Administrator • Copywriter • Creative Director • Public Relations Manager • Sales Promotion Manager | |