



Pathway: Marketing Communications

Plan of Study: Advertising Manager

Career Goal (O*Net Code): Examples: Advertising Manager (11-2011), Advertising Agent (43-4151), Advertising Sales Agent (41-3011), Public Relations Specialist or Writer (27-3031).

Suggested High School Courses

High School * Default includes CDHE Higher Education Admission Requirements	9 th	Core Academic Courses*:	English 9, World Civilizations, Intro to Geography, Algebra I, Introduction to Physical Science, Integrated Science	Suggested Electives: Arapahoe Douglas Career and Technical School. www.actinfo.org
		Career Path Courses:	*Marketing 1, Retail Lab, Business Technology 1, Principles of Business, Integrated Business Technology,	
	10 th	Core Academic Courses*:	English 10, US History (Electives: Anthropology, World Geography), Geometry or Algebra 11 Biology, Astronomy (Elective) Foreign Language	Suggested Electives: Accounting 1,2,3,4 Business Communications Business Law Business Math Business Writing
		Career Path Courses:	Marketing 1, Retail Lab, Advanced Business Technology 2, *Integrated Bus Tech 3,	
	11 th	Core Academic Courses*:	English Elective (American Literature, Journalism, Creative Writing, Drama/Debate, etc.), Western Civilization or AP European History (Electives: AP Human Geography, Anthropology, Colorado History, World Religions, Film History, Intro to Law, Russian History, Sociology, World Geography, or Psychology), Algebra II, Probability and Statistics or Pre-Calculus, Chemistry, (Electives: Astronomy, Zoology, Plant Science, Genetics or Meteorology)	Suggested Electives: Business Technology *Advanced Business Technology *Integrated Business Technology
		Career Path Courses:	Graphic Design (ACTS), Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, *Community Employment Experience,	
	12 th	Core Academic Courses*:	English Literature, World Literature, Government, Economics/Civics (Electives: AP Human Geography, Anthropology, Colorado History, World Religions, Film History, Intro. to Law, Russian History, Sociology, World Geography or Psychology), Trigonometry, Pre-Calculus, Probability and Statistics, Calculus or AP Statistics Physics, (Electives: Astronomy, Zoology, Plant Science, Genetics or Meteorology)	Suggested Electives: International Business *Business Principles *Personal Finance *Web Page Design *Word Proc/Desktop Publishing *Marketing *Advanced Marketing Entrepreneurship Sports and Entertainment Marketing
		Career Path Courses:	Graphic Design (ACTS), Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing and any other electives mentioned above	

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: Articulated Credit (see *s above for classes that articulate and attached articulation agreement), ACP (Advanced Credit Pathway), PSEO (Post Secondary Enrollment Options - 11th and 12th grade)
	Industry Recognized Certificate(s) or License(s): Financial Services Certificate; CPA exam - all states use the four-part Uniform CPA Examination prepared by the AICPA. CMA exam - certified management accountant (CMA)

		Colorado Postsecondary Programs Available	Colorado Institutions	Entrance Exams/Requirements
Postsecondary Education Opportunities	Certificate	Small Business Management, Business Administration, Entrepreneurship, Sales & Customer Service, Sales & Marketing, Marketing, Marketing/Management	AVS: Emily Griffith Opportunity School Community Colleges/Colleges: Lamar CC, Otero Jr. College, Northeastern Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC, Front Range CC, Pueblo CC, Red Rocks CC, Trinidad State, Colorado Mountain College, Colorado Northwestern CC, Mesa State	High School diploma/GED Accuplacer
	Associate Degree	Small Business Management, Marketing, Entrepreneurship, Management Emph. in Sales & Customer Service, Business Administration	Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Front Range CC, Pueblo CC, Trinidad State, Western Colorado CC, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State	High School diploma/GED Accuplacer
	Bachelor Degree	Advertising, Mass Communication, Marketing, Public Relations/Advertising, Information Systems & Marketing,	Adams State, CU-Boulder, CSU, Fort Lewis, Mesa State, Metro State College www.collegeincolorado.org	See each school's Admissions website.
	Graduate Degree	Business to Business Marketing MBA; Business to Consumer Marketing MBA, Marketing MBA, MBA	CU-Denver, CU-Boulder, Mesa State, CU-Colorado Springs www.collegeincolorado.org	See each school's Admissions website.

Cluster Overview: The **Marketing Career Cluster** prepares students in planning, managing, and performing marketing activities to reach organizational objectives.

Extended Learning Experiences

Curricular Experiences: DECA	Extracurricular Experiences: FBLA, TSA, FCCLA Business Expos Career Fairs MUSE Model United Nations Student Council/Student Government Key Club Tutor School Class Officer School Newspaper Yearbook
Work-Based Learning Experiences: Career Preparation – Paid and Unpaid, Job Shadowing, Internships, Community Employment Experience, Informational Interviews and Academic Internship (available through Advisory Committee).	Program Accreditation and/or Professional Association(s): Advertising Research Foundation American Academy of Advertising American Advertising Federation Business Marketing Association Public Relations Society of America Society for Marketing Professional Services National DECA National FBLA -PBL
Service Learning Experiences: See above - Volunteer tech support skills to community	

Career Options:		Salary Range:
Certificate	Adobe Graphics Editor, Marketing Assistant	\$-\$\$\$
Associate Degree	Advertising Sales Agent, Media Staff, Marketing Associate, Promotions Coordinator, Public Relations Coordinator, Photographic Specialist	\$\$
Bachelor Degree	Advertising Agent, Public Relations Specialist or Writer, Art/Graphics Director, Account Executive, Creative Director, Media Planner, Public Relations Manager, Copywriter	\$\$ - \$\$\$
Graduate Degree	Advertising Manager, Research Specialist, Public Affairs Officer, Media Analyst, Media Director, Strategic Initiatives Director	\$\$\$ - \$\$\$\$

\$ = \$15-25,000; \$\$ = \$25-55,000; \$\$\$ = \$55-90,000; \$\$\$\$ = Above \$90,000

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