



Pathway: Marketing Research

Plan of Study: Market Research Analyst

Career Goal (O*Net Code): Examples:
Market Research Analyst (19-3021), Marketing Manager (11-2021), Survey Researcher (19-3022).

Suggested High School Courses

High School <small>* Default includes CDHE Higher Education Admission Requirements</small>	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.actsinfo.org
		Career Path Courses:	*Marketing 1, Retail Lab, Business Technology 1, Business Principals, Integrated Business,	
	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:	IAdvanced 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:	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: IArticulated 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, Sales & Marketing, Marketing, Marketing/Management, Database Analyst, Database Programmer, Database Administrator	AVS: Emily Griffith Opportunity School Community Colleges/Colleges: Aims CC, Arapahoe CC, CC of Aurora, CC of Denver Colorado Mountain College, Lamar CC, Northeastern Jr. College, Pikes Peak CC, Morgan CC, Front Range CC, Pueblo CC, Red Rocks CC, Trinidad State Jr. College, Colorado Northwestern CC, Mesa State, Metro State, Otero Jr. College	High School diploma/GED
	Associate Degree	Small Business Management, Marketing, Management-Emphasis in Sales & Customer Service, Business Administration	Colorado Northwestern CC, Aims CC, CC of Aurora, Front Range CC, Pueblo CC, Trinidad State Jr. College, Western Colorado CC, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/GED
	Bachelor Degree	Advertising, Marketing, Public Relations/Advertising, Information Systems & Marketing, Computer Information Systems, Statistics, Sociology	Adams State, CU-Boulder, CSU, Fort Lewis, Mesa State, Metro State, CSU-Pueblo More Options: 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 More Options 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): Examples: Marketing Research Association American Marketing Association Business Marketing Association Direct Marketing Association National Bureau of Certified Consultants Sales and Marketing Executives International Society of Marketing Professional Services National Future Business Leaders of America-Phi Beta Lambda International DECA
Service Learning Experiences: See above - Volunteer tech support skills to community	
Career Options:	Salary Range:

Certificate	Web Researcher, Office Assistant, Database Associate	\$\$
Associate Degree	Survey Researcher, Assistant Product Manager, Cost Estimator, Merchandiser	\$\$
Bachelor Degree	Marketing Manager, Database Specialist, Mathematical Technician, Data Analyst, Data Miner, Operations Research Analyst, Research Analyst, Statistician	\$\$ - \$\$\$
Graduate Degree	Market Research Analyst, Economist, Intelligence Specialist, Business Forecaster, Business Process Modeler, Opportunity Analyst	\$\$ - \$\$\$\$

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

Littleton Public Schools does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Please direct inquiries to: *Lori Kinney, 5776 S. Crocker Street Littleton, CO 80120, 303-347-3385.*