



Pathway: Marketing Management

Plan of Study: Entrepreneur

Career Goal (O*Net Code): Examples:
 Entrepreneur, (11-1021), Business Executive (11-1011), Property Manager (11-9141), Advertising Promotions (11-2011), Purchaser (11-3061), Sales or Marketing Manager (11-2021/22)

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: CTE classes in school
		Career Path Courses:	*Marketing, Business Technology 1, Business Principles, International 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: CTE classes in school
		Career Path Courses:	Marketing, Business Technology 1, Business Principles, International Business, Business Communications	
	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: ACTS www.lps2.it/ACTS CE - ENP 105 Business Technology *Advanced Business Technology *Integrated Business Technology Other CTE classes
		Career Path Courses:	Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, *Community Employment Experience, CE	
	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: IACTS www.lps2.it/ACTS CE - ENP 105 Business Technology *Advanced Business Technology *Integrated Business Technology Other CTE classes
		Career Path Courses:	Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, *Community Employment Experience, CE	

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: Concurrent Enrollment - ENP 105 - Entrepreneurship
	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, Entrepreneurship, Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	Community College/Colleges: Lamar CC, Northeastern Jr. college, Otero Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC	High School diploma/GED Accuplacer
	Associate Degree	Small Business Management, Entrepreneurship, Management emphasis in Sales & Customer Service, Marketing, Business Administration	Community Colleges/Colleges: Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/GED Accuplacer
	Bachelor Degree	Entrepreneurship and Small Business Management, Marketing, Business Administration	UNC, CU-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State, CSU More options: www.collegeincolorado.org	See each school's Admissions website.
	Graduate Degree	Entrepreneurship, MBA, Marketing, MBA, Business to Consumer Marketing, MBA, General MBA	UNC, CU-Denver, Mesa State College, CU-Boulder 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

<p>Curricular Experiences:</p> <p>DECA DECA Store</p>	<p>Extracurricular Experiences:</p> <p>FBLA, TSA, FCCLA Business Expos Career Fairs Student Council/Student Government Peer Tutor School Class Officer School Newspaper Yearbook</p>
<p>Work-Based Learning Experiences:</p> <p>Career Preparation – Paid and Unpaid, Job Shadowing, Internships, Community Employment Experience, Informational Interviews and Academic Internship (available through Advisory Committee).</p>	<p>Program Accreditation and/or Professional Association(s):</p> <p>American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneur Association Marketing Education Association National Bureau of Certified Consultants National Business Education Association Sales and Marketing Executives International Society of Marketing Professional Services National FBLA – PBL National DECA</p>
<p>Service Learning Experiences:</p> <p>See above - Volunteer tech support skills to community</p>	

Career Options:

Salary Range:

Certificate	Entrepreneur, e-Sales Specialist, Client Contact Specialist	\$ - \$\$
Associate Degree	Purchaser, Product Promoter, Independent Distributor, Department Manager, Franchise Manager	\$\$
Bachelor Degree	Advertising Promotions, Property Manager, Promotions Manager, Product Manager, Small Business Owner, Business Principal, Investor	\$\$ - \$\$\$
Graduate Degree	Sales or Marketing Manager, Business Executive, Production Manager, Business Developer, Management Consultant, Business Investor, Company President	\$\$ - \$\$\$\$

\$ = \$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: *Melissa Cooper, 5776 S. Crocker Street Littleton, CO 80120, 303-347-3472.*