



Pathway: Merchandising

Plan of Study: Sales Manager

Career Goal (O*Net Code): Examples: Sales Manager (11-2022), Stock Clerk (43-5081), Counter Clerk (41-2021), Cashier (41-2011), Station Attendant (53-6031), Merchandise Buyer and Procurement (43-3061).

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, Accounting 1,2	
	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, Accounting 1,2	
	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:	Advanced Marketing, Retail Lab, Entrepreneurship, Sports and Entertainment Marketing, Personal Finance, *Professional Employment Training, Accounting 1,2 *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 or suggested electives, Academic Internship	

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, Entrepreneurship, Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	Community Colleges: Lamar CC, Northeastern Jr. College, Otero Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, Arapahoe CC, CC of Aurora, Pikes Peak CC, Morgan CC	High School diploma/GED Accuplacer
	Associate Degree	Small Business Management, Entrepreneurship, Management Emph. 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	University of Colorado-Boulder, Fort Lewis College, Mesa State College, Western State College, Metropolitan State, Colorado State University More options: collegeincolorado.org	See each school's Admissions website.
	Graduate Degree	Entrepreneurship, MBA, Marketing, MBA, Business to Consumer Marketing, MBA, General MBA	University of Colorado-Denver, Mesa State College, University of Colorado-Boulder More options: 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:		Extracurricular Experiences:	
DECA		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:		Program Accreditation and/or Professional Association(s):	
Career Preparation – Paid and Unpaid, Job Shadowing, Internships, Community Employment Experience, Informational Interviews and Academic Internship (available through Advisory Committee).		Examples: American Marketing Association American Purchasing Society Certified Marketing Services International, Inc. National Association of Purchasing Management National Retail Federation Retail, Wholesale, and Department Store Union Sales and Marketing Executive International 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	Sales Representative, e-Commerce Marketing Assistant, Web Sales Agent	\$\$-\$\$	

Associate Degree	Retail Sales Supervisor, Department Manager, Visual Merchandiser, Purchasing Agent, Buyer, Website Designer	\$\$-\$\$\$
Bachelor Degree	Store Manager, Marketing Manager, Merchandising Manager, Procurement Specialist, Purchasing Manager, e-Commerce Marketing Specialist	\$\$ - \$\$\$
Graduate Degree	Management Analyst, Operations Researcher, Virtual Marketer, Business Auditor, Brand Director, Business Portal Manager	\$\$ - \$\$\$\$

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

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