



SALES AND MARKETING PROGRAM OF STUDY

CTE Courses offered grades 9-12

CAREER PLAN OF STUDY: SALES AND MARKETING

CAREER CLUSTER: MARKETING

CAREER PATHWAY: Marketing, Management & Entrepreneurship

SAMPLE OCCUPATIONS: Sales Representative, Marketing Communication, Public Relation, Advertising & Promotion Manager, Green Marketer, Marketing Manager, Appraisers & Real Estate Agent, Purchasing Agent, Wholesale and Retail Buyer, Meeting & Convention Planner, Market Research Analyst, Public Relations Manager

CERTIFICATION: Per ADE- completion of the program qualifes student for employment A.R.S. 15-391 (5)(l)

HIGH SCHOOL PLAN OF STUDY	GRADE	Suggested Program of Study					OTHER REQUIRED COURSES
		CAREER AND TECHNICAL EDUCATION COURSES	ENGLISH (4 Credits)	MATH (4 Credits)	SCIENCE (3 Lab)	SOCIAL STUDIES (3 Credits)	
	9		EN09 - Freshman English	MA27 - Algebra I	SC09 - Essential Elements of Science	SS22 - World History/ Geography	Practical Art - 1 Credit OR ↓
	10	**BE52 Marketing I	EN47 - Sophomore English	MA30 - Geometry	SC49 - Biology		Fine Arts 1 credit
	11	**BE53 Marketing II	EN48 - Jr. English	MA40 - Algebra II	SC71 - Chemistry	SS35 - American/AZ History	PE - 1 Credit
	12	CT80 Sales and Marketing Cooperative Education OR CT81 Sales and Marketing Internship	EN49 - Sr. English	MA45-PreCalculus OR MA42 College Algebra/Trigonometry		SS51 - Government and Practices of Economics	World Language - 2 Credits university entrance
LEGEND	CTE Program of Study (Meets practical art requirement)		**Dual Enrollment Option - College credit may be available				
	Refer to each university's website for specific admission requirements						
POST SECONDARY	COMMUNITY COLLEGE		UNIVERSITY PROGRAM				
	Mesa Community College http://mesacc.edu/high-school/career-pathways		Arizona State University https://webapp4.asu.edu/programs/t5/undergrad/false				
	Phoenix College www.phoenixcollege.edu/academics		University of Arizona http://www.arizona.edu/topics/academics				
Go to www.mpsaz.org/cte/programs for more information on this and other CTE Programs of Study.							
CAREER PLANNING LINKS				PROFESSIONAL ORGANIZATION LINKS			
MPS Career and Technical Education - www.mpsaz.org/cte				American Association of Advertising Agencies - www.aaaa.org			
MPS Career Planning System-Kuder Navigator: www.mpsaz.kuder.com				Public Relations Society of America - www.prsa.org			
MyMPS: www.mpsaz.org/mymps							