



# Marketing, Sales & Service Career Cluster

## PLAN OF STUDY

<http://pages.minot.k12.nd.us/votech/cte.htm>

<https://careertech.org/>

Name \_\_\_\_\_

School \_\_\_\_\_

Date \_\_\_\_\_



SAMPLE OCCUPATIONS RELATING TO THIS CAREER CLUSTER	
Pathway	Occupations
MARKETING MANAGEMENT	Chief Executive Officer • Entrepreneur • Marketing Director • Marketing Specialist • Marketing Manager • Product/Brand Manager
MARKETING COMMUNICATIONS	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Communications Manager • Public Relations Specialist
MARKETING RESEARCH	Data Collection Specialist • Market Analyst • Market Research Manager • Product Analyst • Research Analyst • Research Specialist
MERCHANDISING	Buyer • Coordinator • Inventory Controller • Merchandising Manager • Merchandiser • Retail Marketing Coordinator • Sales Associate • Store Manager
PROFESSIONAL SELLING	Account Executive • Broker • Manufacturer's Representative • Sales Agent • Sales Executive • Sales Management • Sales Representative

MINOT HIGH SCHOOL - SUGGESTED COURSE OF HIGH SCHOOL STUDY						
It is suggested that students consider appropriate dual credit, articulation, or advanced placement opportunities for postsecondary credit.						
Language Arts (four credits required to graduate)	Math (three credits required to graduate)	Science (three credits required to graduate)	Social Studies (three credits required to graduate)	Physical Education (two credits required to graduate)	Minot Public Schools Career & Technical Education and Other Electives (a total of three credits must be earned in foreign language, fine arts, or career and technical education – required to graduate)	Additional Suggested Learning Opportunities
<input type="checkbox"/> Grade 9 Lang Arts* <input type="checkbox"/> Grade 10 Lang Arts* <input type="checkbox"/> Grade 11 Lang Arts* <input type="checkbox"/> Speech or Debate* <input type="checkbox"/> Read Improvement <input type="checkbox"/> Basic Writing <input type="checkbox"/> Creative Writing <input type="checkbox"/> Humanities <input type="checkbox"/> Media Literacy <input type="checkbox"/> AP English 11 & 12 <input type="checkbox"/> College Composition (D) <input type="checkbox"/> College Speech (D)	<input type="checkbox"/> Intro to Algebra <input type="checkbox"/> Consumer Math <input type="checkbox"/> Algebra* <input type="checkbox"/> Geometry <input type="checkbox"/> Advanced Algebra <input type="checkbox"/> Advanced Math <input type="checkbox"/> Pre-Calculus (D) <input type="checkbox"/> AP Calculus Prep <input type="checkbox"/> AP Calculus <input type="checkbox"/> College Algebra (D) <input type="checkbox"/> Probability & Statistics (D) <input type="checkbox"/> Mathematics Applications	<input type="checkbox"/> Physical Science* <input type="checkbox"/> Biology* <input type="checkbox"/> Advanced Biology <input type="checkbox"/> Physics <input type="checkbox"/> Advanced Physics <input type="checkbox"/> Chemistry <input type="checkbox"/> AP Chemistry Prep <input type="checkbox"/> AP Chemistry	<input type="checkbox"/> World History* <input type="checkbox"/> U.S. History* <input type="checkbox"/> American Government* <input type="checkbox"/> Sociology <input type="checkbox"/> Economics* <input type="checkbox"/> Criminal Law <input type="checkbox"/> Psychology <input type="checkbox"/> North Dakota NOW	<input type="checkbox"/> Physical Education <input type="checkbox"/> Health  *Required Courses (D) – Dual Credit  22 Credits are Required to graduate from Minot High School	<input type="checkbox"/> Intro to Business & Marketing <input type="checkbox"/> World of Work <input type="checkbox"/> Introduction to Computer Applications <input type="checkbox"/> Web Page Design <input type="checkbox"/> Introduction to Programming Languages <input type="checkbox"/> Programming Essentials <input type="checkbox"/> JAVA Programming <input type="checkbox"/> Cisco IT Essentials <input type="checkbox"/> Business & Personal Law I <input type="checkbox"/> Advanced Computer Applications – MS/ Excel <input type="checkbox"/> Adv. Comp Applications – MS Word/PowerPoint <input type="checkbox"/> Entrepreneurship & Advanced Entrepreneurship <input type="checkbox"/> Marketing <input type="checkbox"/> Management <input type="checkbox"/> Mobile App Development <input type="checkbox"/> Foreign Language	<b>School-Based:</b> <input type="checkbox"/> DECA <input type="checkbox"/> FBLA <input type="checkbox"/> Career Research <input type="checkbox"/> Internship <input type="checkbox"/> Job Shadowing <input type="checkbox"/> Service Learning Project  <b>Community-Based:</b> <input type="checkbox"/> Mentorship <input type="checkbox"/> Volunteer <input type="checkbox"/> Part-time Employment
For a complete listing of course offerings/electives at Minot High School, go to our Registration Guide at: <a href="http://pages.minot.k12.nd.us/votech/File/image/RegGuide.pdf">http://pages.minot.k12.nd.us/votech/File/image/RegGuide.pdf</a>						

NORTH DAKOTA POSTSECONDARY PROGRAMS RELATED TO THIS CAREER CLUSTER			
Pathway	Associate Degree or Less	Bachelors Degree	Masters Degree or More
MARKETING MANAGEMENT	<input type="checkbox"/> Advertising (DCB, RAS, WSC) <input type="checkbox"/> Marketing Management (LRSC, NDSCS, WSC) <input type="checkbox"/> Business Management (BSC, CCCC, DCB, NDSCS, RAS, SBC, TBC, WSC)	<input type="checkbox"/> Marketing Management (UJ, MiSU, NDSU, UM, UND) <input type="checkbox"/> Business Management (MaSU, MiSU, RAS, TBC, UM)	<input type="checkbox"/> Business Management (MiSU) <input type="checkbox"/> Marketing Management (UND) <input type="checkbox"/> Marketing (MiSU, NDSU, UND) <input type="checkbox"/> Business Administration (MiSU, NDSU, UM, UND)
MARKETING COMMUNICATIONS	<input type="checkbox"/> Marketing Management (LRSC, NDSCS, NDSU, WSC) <input type="checkbox"/> Advertising and Marketing (DCB, RAS, WSC)	<input type="checkbox"/> Communications (DSU, UJ, MiSU, NDSU, UND, VCSU)	<input type="checkbox"/> Communications (UND) <input type="checkbox"/> Marketing (MiSU, NDSU, UND) <input type="checkbox"/> Business Administration (MiSU, NDSU, UM, UND)
MARKETING RESEARCH	<input type="checkbox"/> Marketing (FBCC, WSC) <input type="checkbox"/> Marketing Management (LRSC, NDSCS, NDSU, WSC)	<input type="checkbox"/> Marketing (DSU, MiSU, UND) <input type="checkbox"/> Business Management (MiSU, RAS, TBC, UM)	
MERCHANDISING	<input type="checkbox"/> Marketing Management (LRSC, DCB, NDSCS, WSC) <input type="checkbox"/> Floral Design (DCB)	<input type="checkbox"/> Merchandising (NDSU) <input type="checkbox"/> Interior Design (NDSU) <input type="checkbox"/> Apparel and Textiles (NDSU)	<input type="checkbox"/> Merchandising (NDSU) <input type="checkbox"/> Fashion (NDSU) <input type="checkbox"/> Apparel and Textiles (NDSU)
PROFESSIONAL SELLING	<input type="checkbox"/> Marketing Management (LRSC, NDSCS, WSC) <input type="checkbox"/> Sales and Marketing (LRSC)	<input type="checkbox"/> Marketing (DSU, MiSU, UND) <input type="checkbox"/> Business Management (MiSU, RAS, TBC, UM)	<input type="checkbox"/> Marketing Management (UND)

BSC – Bismarck State University, CCCC – Cankdeska Cikana Community College, DCB – Dakota College Bottineau, DSU – Dickinson State University, FBCC – Fort Berthold Community College, UJ – University of Jamestown, LRSC – Lake Region State College, MaSU – Mayville State University, MiSU – Minot State University, NDSCS – North Dakota State College of Science, NDSU – North Dakota State University, RAS – Rasmussen College, SBC – Sitting Bull College, TBC – Trinity Bible College, UM – University of Mary, UND – University of North Dakota, VCSU – Valley City State University, WSC – Williston State College.