



Planning, managing, and performing marketing activities to reach organizational objectives. Selling products and services for personal or business purposes. Providing customer service.

<b>REQUIRED HIGH SCHOOL CREDITS</b>	English (4 cr), Social Studies (3 cr), Math (3 cr), Science (3 cr), Health (.5 cr) and Fitness (1.5 cr), Visual and Performing Arts (1 cr), Career and Technical Education (CTE) (1cr), and Personal Pathway Requirements (PPR) (3 cr), Electives (4cr)				
<b>PERSONAL PATHWAY OPTIONS<sup>+</sup></b>	Accounting, Marketing, Business Academy – NMSC, Career Choices, Commercial Graphic Design AP – NMSC, Computer Applications, Computer Hardware & Networking – NMSC, Cosmetology – NMSC, Culinary Arts – NMSC, Digipen Computer Science AP – NMSC, Economics, Entrepreneurship, Financial Literacy, Introduction to Computer Science, Journalism/Newspaper, Leadership, Marketing, Office Management, Photo Journalism, Project Management, Stage Craft, Video Production, Web Design, Yearbook, World Language*				
<b>EDUCATION OPTIONS</b>	<b>TECHNICAL CERTIFICATION</b> <i>Instruction provided through certified training centers</i>	<b>APPRENTICESHIP OPPORTUNITIES</b> <i>To learn more about Apprenticeship, visit <a href="#">Apprenticeship WA</a> website</i>	<b>2-YR OR TECHNICAL DEGREE</b> <i>Find specific colleges at <a href="#">SBCTC</a></i>	<b>4 –YR DEGREE</b> <i>Find specific colleges at <a href="#">Student Achievement Council</a></i>	
<b>SAMPLES</b>	<ul style="list-style-type: none"> <li>• Business Admin</li> <li>• Customer Service Support</li> <li>• Warehousing/ Database Admin</li> <li>• Fashion Marketing</li> <li>• Food Marketing</li> <li>• Merchandising</li> <li>• Marketing Operations</li> <li>• Real Estate</li> <li>• Retailing and Operations</li> <li>• Selling Skills/Sales Operation</li> </ul>		<ul style="list-style-type: none"> <li>• Business Admin/Mgmt</li> <li>• Business/Commerce</li> <li>• Commercial and Advertising Art</li> <li>• Customer Service / Call Center</li> <li>• Warehousing/ Database Admin</li> <li>• E-Commerce</li> <li>• Marketing Mgmt</li> <li>• Real Estate</li> <li>• Retailing and Operations</li> <li>• Selling Skills/Sales Operation</li> </ul>	<ul style="list-style-type: none"> <li>• Business Admin/Mgmt</li> <li>• Business/Commerce</li> <li>• Computer Information Sciences</li> <li>• CTE Secondary Teacher</li> <li>• Graphic Design, Commercial Art and Illustration</li> <li>• Insurance</li> <li>• Marketing Management</li> <li>• Public Relations</li> <li>• Real Estate</li> </ul>	
<b>CAREER OPTIONS</b>	<b>LITTLE OR NO EDUCATION</b>	<b>SOME EDUCATION</b>	<b>MEDIUM EDUCATION</b>	<b>CONSIDERABLE EDUCATION</b>	<b>EXTENSIVE EDUCATION</b>
<b>SAMPLE RELATED JOBS</b>  <a href="#">Career Cruising</a>  <a href="#">careerbridge.wa.gov</a>  <a href="#">Videos</a>  <i>BOLD JOBS ARE IN DEMAND</i>	<ul style="list-style-type: none"> <li>• <b>Cashiers</b></li> <li>• Counter Clerk</li> <li>• <b>Customer Service Rep</b></li> <li>• <b>Demonstrator and Product Promoter</b></li> <li>• <b>Driver/Sales Worker</b></li> <li>• Model</li> <li>• <b>Parking Lot Attendant</b></li> <li>• <b>Retail Salesperson</b></li> <li>• <b>Telemarketer</b></li> <li>• Waiter Staff</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Data Entry</b></li> <li>• Dry-Cleaning Worker</li> <li>• Floral Designer</li> <li>• Freight Mover</li> <li>• <b>Merchandise Displayer</b></li> <li>• <b>Parts Salesperson</b></li> <li>• Real Estate Agent</li> <li>• Sales Associate</li> <li>• Shipping/ Receiving Clerk</li> <li>• <b>Telemarketer</b></li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Sale</li> <li>• Art/Graphics Director</li> <li>• <b>Bookkeeping Clerk</b></li> <li>• <b>Buyer</b></li> <li>• <b>Creative Director</b></li> <li>• Entrepreneur</li> <li>• <b>Fashion Designer</b></li> <li>• Insurance Agent</li> <li>• <b>Interior Designer</b></li> <li>• Small Business Owner</li> <li>• <b>Warehouse Manager</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Account Manager</b></li> <li>• Advertising Manager</li> <li>• E-Commerce Director</li> <li>• E-Merchandising Manager</li> <li>• Franchisee</li> <li>• <b>Marketing Mgr</b></li> <li>• <b>Market Research Analysts</b></li> <li>• <b>Media Buyer</b></li> <li>• Purchasing Manager</li> <li>• <b>Sales Manager</b></li> <li>• <b>Store Manager</b></li> </ul>	<ul style="list-style-type: none"> <li>• Chief Executive Officer</li> </ul>

<sup>+</sup>PPR: related courses that lead to a specific post-high school career or educational outcome chosen by the student and based on the student's interests and High School and Beyond Plan and are intended to provide a focus for the student's learning, which may include Career and Technical Education, one of the required Art credits and/or two credits in the same World Language.

\*Two consecutive years of the same World Language are needed for entrance into a 4yr University/College and will meet the PPR requirement.