



Marketing, Sales, and Service Career Pathway Program of Study

Planning, managing, and performing marketing activities to reach organizational objectives.



Careers	<u>Certification/Associates Degree:</u>			
	Advertising Layout Designer	Marketing Associate		
	Auctioneer	Real Estate Agent		
	Customer Service Rep.	Research Assistant		
	Instrument Sales	Sales Representative		
	<u>Bachelors or Higher Degree:</u>			
		Contract Administrator	Marketing Manager	Real Estate Broker
	Account Executive	Co-op Manager	Media Buyer/Planner	Research Specialist
	Account Supervisor	Entrepreneur	Merchandise Buyer	Sales Promotion Manager
	Advertising Manager	Insurance Agent	Public Information Director	Trade Show Manager
Analyst	Inventory Manager/Analyst	Public Relations Manager		
Circulation Manager	Market Research Analyst	Purchasing Agent/Manager		

High School Courses	9th Grade	10th Grade	11th Grade	12th Grade
	English	English	English	English
	Math	Math	Math	Statistics/ AP Statistics
	Science	Science	Science	
	Social Science	Social Science	Social Science	AP Psychology
	Physical Education	Physical Education	Physical Education	Physical Education
		Consumer Ed/ Communication Art		
Recommended Pathway Courses				
	Accounting		Internship	
	Entrepreneurship		Introduction to Business	
	Graphic Arts		Marketing	

School Activities	Career Enhancement Tools / Work-based Learning			
	Naviance / Career Cruising		Job Shadowing	
	DECA		NSERVE Summer Career Exploration Course in Business	
	Economics Team		Internships	
	Check out careers at <i>Inspire Your Future</i> . Log-in with your Career Cruising info.			

Pathways	Marketing Communications	Merchandising
	Marketing Management	Professional Sales
	Marketing Research	

College & University Majors	College & University Majors			
	Advertising			
	General Merchandising, Sales and Related Marketing Operations			
	International Marketing			
	Marketing			
	Marketing Research			
	Merchandising and Buying Operations			
	Public Relations, Advertising and Applied Communication			
	Sales, Distribution and Marketing Operations			
	Real Estate			
Retail Management				

Oakton Community College Programs	Certificates	Degrees	Dual Credit	Four-Year Universities Transfer Programs
	<u>Marketing Management</u>			
	Business Marketing (15 cr)	Associate in Applied Science	(ACC100 - Small Business Accounting Procedures)	
	Marketing Communications (18 cr)	in Marketing Mgt. (60 cr)	(MGT160 - Small Business Mgt.)	
	Marketing Management (30 cr)			Argosy University
	Professional Selling Skills (12 cr)			(B.S. Business Administration)

The enrichment credentials (certificates) listed above are NOT transferrable.

Since four-year institutions differ in required courses for the business major, students are advised to meet with a counselor and check course recommendations for the transfer school.