



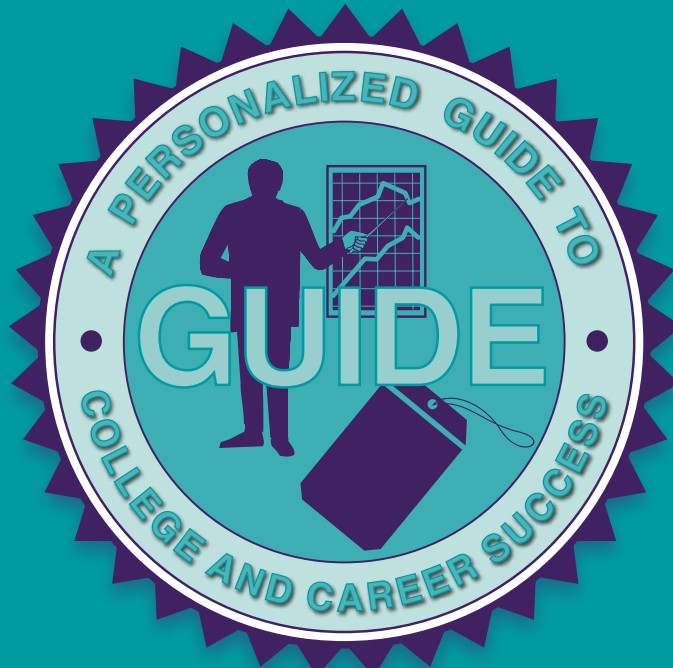
PLAN OF STUDY

ADVERTISING MANAGER

Marketing

PATHWAY: **Marketing
Communications**

PLAN OF STUDY: **Advertising Manager**





Pathway: Marketing Communications

Plan of Study: Advertising Manager

Career Goal (O*Net Code): Examples: Advertising Manager (11-2011), Advertising Agent (43-4151), Advertising Sales Agent (41-3011), Public Relations Specialist or Writer (27-3031).

Suggested High School Courses

Pueblo City Schools – High School	9th	Core Academic Courses*:	9th Literature & Composition, Geometry, Integrated Physical Earth & Space, US History 1	Suggested Electives: Computer Applications
		Career Path Courses:		
10th	Core Academic Courses*:	10th Composition & Literature, Algebra 2, Biology 1, World Language 1, US History 2	Suggested Electives: Digital Media, Catering	
	Career Path Courses:	Marketing I, Career Connections Internship		
11th	Core Academic Courses*:	Vocabulary/Grammar/Expos Review, Trigonometry, Chemistry 1, World Language 2, World History	Suggested Electives: Journalism, Digital Media, Accounting	
	Career Path Courses:	Advanced Marketing II, School Store Lab, Career Connections Internship		
12th	Core Academic Courses*:	English 101/102 STS, College Algebra, Physics 1 Honors, World Language 3, Economics	Suggested Electives: Journalism 2, Web Design and Desktop Publishing	
	Career Path Courses:	IB Business Management, Advanced Marketing II, Career Connections Internship		

Secondary to Postsecondary Linkages & Certifications

Recognition for Advanced Learning	Postsecondary Credit Options: AVEP, PSEO
	Industry Recognized Certificate(s) or License(s):

Postsecondary Education Opportunities		Postsecondary Programs Available in Colorado	Colorado Institutions	Entrance Exams/ Requirements
		Certificate	Small Business Management, Business Administration, Entrepreneurship, Sales & Customer Service, Sales & Marketing, Marketing, Marketing/Management	AVS: Emily Griffith Opportunity School Community Colleges/Colleges: Lamar CC, Otero Jr. College, Northeastern Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC, Front Range CC, Pueblo CC, Red Rocks CC, Trinidad State, Colorado Mountain College, Colorado Northwestern CC, Mesa State
Associate Degree	Small Business Management, Marketing, Entrepreneurship, Management Emph. in Sales & Customer Service, Business Administration	Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Front Range CC, Pueblo CC, Trinidad State, Western Colorado CC, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State	High School diploma/ GED	
Bachelor Degree	Advertising, Mass Communication, Marketing, Public Relations/Advertising, Information Systems & Marketing	Adams State, CU-Boulder, CSU, Fort Lewis, Mesa State, Metro State College More options: www.collegeincolorado.com	See each school's Admissions website.	
Graduate Degree	Business to Business Marketing MBA; Business to Consumer Marketing MBA, Marketing MBA, MBA	CU-Denver, CU-Boulder, Mesa State, CU-Colorado Springs More options: www.collegeincolorado.com	See each school's Admissions website.	

These Colorado institutions do not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Please direct inquiries to the Colorado institution's AA/EEO officer.

Cluster Overview: The **Marketing Career Cluster** prepares students in planning, managing, and performing marketing activities to reach organizational objectives.

Extended Learning Experiences

Curricular Experiences:

DECA

Extracurricular Experiences:

DECA Competition
DECA Activities
School Newspaper
Yearbook

Work-Based Learning Experiences:

Career Connections Internship in approved work stations

Program Accreditation and/or Professional Association(s):

National DECA

Service Learning Experiences:

Community Service Learning (Volunteering) as part of Pueblo City Schools' Interscholastic Activity requirement

Career Options:

Salary Range:

Certificate	Adobe Graphics Editor, Marketing Assistant	\$ - \$\$
Associate Degree	Advertising Sales Agent, Media Staff, Marketing Associate, Promotions Coordinator, Public Relations Coordinator, Photographic Specialist	\$\$
Bachelor Degree	Advertising Agent, Public Relations Specialist or Writer, Art/Graphics Director, Account Executive, Creative Director, Media Planner, Public Relations Manager, Copywriter	\$\$ - \$\$\$
Graduate Degree	Advertising Manager, Research Specialist, Public Affairs Officer, Media Analyst, Media Director, Strategic Initiatives Director	\$\$\$ - \$\$\$\$

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

Pueblo City Schools does not discriminate on the basis of disability, race, color, religion, sex, national origin, or age in access to, employment in, or in the provision of any of Pueblo City Schools' programs, benefits, or activities. Inquiries regarding Pueblo City Schools' compliance with Title IX, Section 504, Title VI, Title VII, Americans with Disabilities Act – 1990, and Affirmative Action may be referred to the Equal Employment Opportunity/Affirmative Action Compliance Officer for Pueblo City Schools, 315 West 11th St., Pueblo, CO (719-549-7162).

Si hay preguntas sobre esta informacion por favor de llamar la escuela de su niños.



Personal Learning Plan

Student Information

Name _____

Career Cluster or Career Pathway of Interest _____

Plan Last Reviewed On: ____/____/____ Grade: 7 8 9 10 11 12

Coursework

	Middle School	9th Grade	10th Grade	11th Grade	12th Grade	Advanced Coursework	PCS Diploma with CTE endorsement (credits earned)
Language Arts							
Math							
Science							
Social Studies							
Career & Tech Courses							
Additional Requirements & Electives							

Extended Learning

	Middle School	9th Grade	10th Grade	11th Grade	12th Grade	Advanced Coursework	PCS Diploma with CTE endorsement (credits earned)
School Activities							
Community Activities							
Work-based Learning/ Experience							