



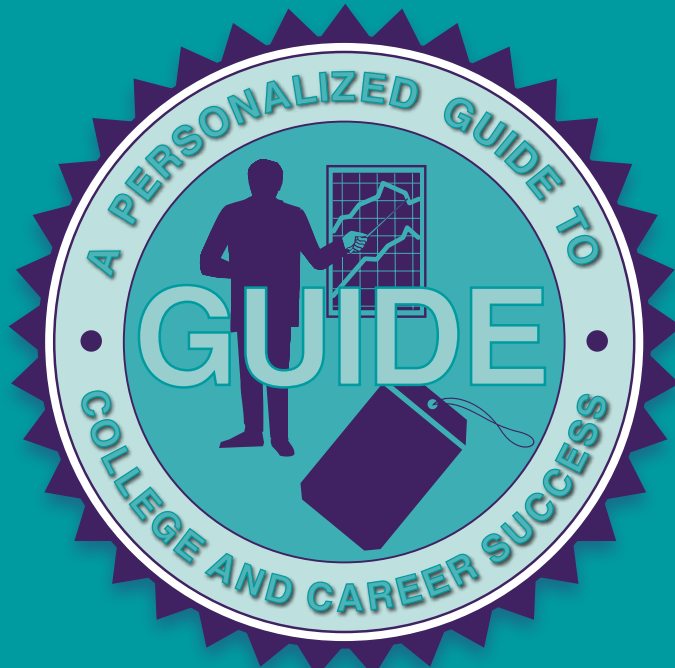
# PLAN OF STUDY

## ENTREPRENEUR

### Marketing

PATHWAY: **Marketing  
Management**

PLAN OF STUDY: **Entrepreneur**





# Pathway: Marketing Management

## Plan of Study: Entrepreneur

**Career Goal (O\*Net Code):** Examples: Entrepreneur, (11-1021), Business Executive (11-1011), Property Manager (11-9141), Advertising Promotions (11-2011), Purchaser (11-3061), Sales or Marketing Manager (11-2021/22)

### 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, Accounting I		
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:	Marketing II, Accounting II, Business Management, Business Law, School Store Lab		
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:	Marketing III, Marketing Internship		

### Secondary to Postsecondary Linkages & Certifications

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

Postsecondary Education Opportunities		Postsecondary Programs Available in Colorado	Colorado Institutions	Entrance Exams/ Requirements
		Certificate	Small Business Management, Entrepreneurship, Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	<b>Community Colleges/Colleges:</b> Lamar CC, Northeastern Jr. college, Otero Jr. College, Arapahoe CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Morgan CC
Associate Degree	Small Business Management, Entrepreneurship, Management emphasis in Sales & Customer Service, Marketing, Business Administration	<b>Community Colleges/Colleges:</b> Colorado Northwestern CC, Colorado Mountain College, Aims CC, CC of Aurora, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/ GED	
Bachelor Degree	Entrepreneurship and Small Business Management, Marketing, Business Administration	CU-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State, CSU  More options: <a href="http://www.collegeincolorado.com">www.collegeincolorado.com</a>	See each school's Admissions website.	
Graduate Degree	Entrepreneurship, MBA, Marketing, MBA, Business to Consumer Marketing, MBA, General MBA	CU-Denver, Mesa State College, CU-Boulder  More options: <a href="http://www.collegeincolorado.com">www.collegeincolorado.com</a>	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**

<p><b>Curricular Experiences:</b></p> <p>Examples:          Future Business leaders of America          DECA          Delta Epsilon Chi          Phi Beta Lambda          SIFE          BPA</p>	<p><b>Extracurricular Experiences:</b></p> <p>Examples:          Math Tutor          School Class Officer          School Newspaper          Yearbook</p>
<p><b>Work-Based Learning Experiences:</b></p> <p>Career Preparation – Paid and Unpaid, Job Shadowing, Internships</p>	<p><b>Program Accreditation and/or Professional Association(s):</b></p> <p>Examples:          American Management Association          American Marketing Association          Business Marketing Association          Direct Marketing Association          International Entrepreneur Association          Marketing Education Association          National Bureau of Certified Consultants          National Business Education Association          Sales and Marketing Executives International          Society of Marketing Professional Services          National FBLA – PBL          National DECA</p>
<p><b>Service Learning Experiences:</b></p> <p>Examples: Boys and Girls Clubs of America, Boy Scouts of America, Community Service Volunteer, Girl Scouts of the USA</p>	

<b>Career Options:</b>		<b>Salary Range:</b>
<b>Certificate</b>	<b>Entrepreneur, e-Sales Specialist, Client Contact Specialist</b>	\$ - \$\$
<b>Associate Degree</b>	<b>Purchaser, Product Promoter, Independent Distributor, Department Manager, Franchise Manager</b>	\$\$
<b>Bachelor Degree</b>	<b>Advertising Promotions, Property Manager, Promotions Manager, Product Manager, Small Business Owner, Business Principal, Investor</b>	\$\$ - \$\$\$
<b>Graduate Degree</b>	<b>Sales or Marketing Manager, Business Executive, Production Manager, Business Developer, Management Consultant, Business Investor, Company President</b>	\$\$ - \$\$\$\$

\* \$ = \$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							