

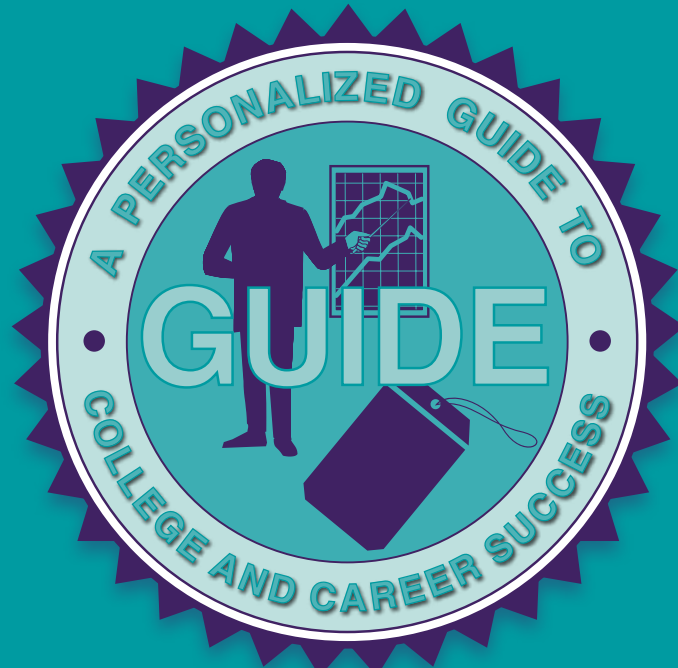


PLAN OF STUDY

MARKET RESEARCH ANALYST

Marketing

PATHWAY: **Marketing Research**
PLAN OF STUDY: **Market Research Analyst**





Pathway: Marketing Research

Plan of Study: Market Research Analyst

Career Goal (O*Net Code): Examples: Market Research Analyst (19-3021), Marketing Manager (11-2021), Survey Researcher (19-3022).

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, Sales & Marketing, Marketing, Marketing/Management, Database Analyst, Database Programmer, Database Administrator	AVS: Emily Griffith Opportunity School Community Colleges/Colleges: Aims CC, Arapahoe CC, CC of Aurora, CC of Denver Colorado Mountain College, Lamar CC, Northeastern Jr. College, Pikes Peak CC, Morgan CC, Front Range CC, Pueblo CC, Red Rocks CC, Trinidad State Jr. College, Colorado Northwestern CC, Mesa State, Metro State, Otero Jr. College
Associate Degree	Small Business Management, Marketing, Management-Emphasis in Sales & Customer Service, Business Administration	Colorado Northwestern CC, Aims CC, CC of Aurora, Front Range CC, Pueblo CC, Trinidad State Jr. College, Western Colorado CC, Pikes Peak CC, Arapahoe CC, CC of Denver, Morgan CC, Mesa State College	High School diploma/ GED	
Bachelor Degree	Advertising, Marketing, Public Relations/Advertising, Information Systems & Marketing, Computer Information Systems, Statistics, Sociology	Adams State, CU-Boulder, CSU, Fort Lewis, Mesa State, Metro State, CSU-Pueblo 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

<p>Curricular Experiences:</p> <p>DECA</p>	<p>Extracurricular Experiences:</p> <p>DECA Competition DECA Activities School Newspaper Yearbook</p>
<p>Work-Based Learning Experiences:</p> <p>Career Connections Internship in approved work stations</p>	<p>Program Accreditation and/or Professional Association(s):</p> <p>International DECA</p>
<p>Service Learning Experiences:</p> <p>Community Service Learning (Volunteering) as part of Pueblo City Schools' Interscholastic Activity requirement</p>	

Career Options:		Salary Range:
Certificate	Web Researcher, Office Assistant, Database Associate	\$\$
Associate Degree	Survey Researcher, Assistant Product Manager, Cost Estimator, Merchandiser	\$\$
Bachelor Degree	Marketing Manager, Database Specialist, Mathematical Technician, Data Analyst, Data Miner, Operations Research Analyst, Research Analyst, Statistician	\$\$ - \$\$\$
Graduate Degree	Market Research Analyst, Economist, Intelligence Specialist, Business Forecaster, Business Process Modeler, Opportunity Analyst	\$\$ - \$\$\$\$

* \$ = \$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							