



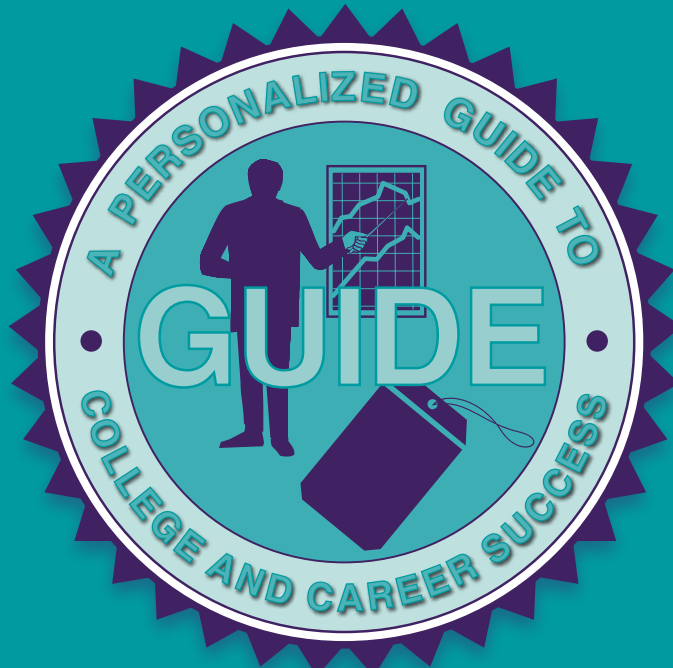
PLAN OF STUDY

TECHNICAL SALES

Marketing

PATHWAY: **Professional Sales/
Sales Management**

PLAN OF STUDY: **Technical Sales**





Pathway: Professional Sales/Sales Management

Plan of Study: - Technical Sales

Career Goal (O*Net Code): Examples: Wholesale and Manufacturing Technical Sales Representative (41-4011/41-4012), Retail Sales (41-2031), Demonstrator (41-9011), Industrial Designer (27-1021), International Sales (41-4011), Survey Researcher (19-3022).

Suggested High School Courses

Pueblo City Schools – High School	9th	Core Academic Courses*:	English I, Algebra I, Earth or Environmental Science, State History/Civics	Suggested Electives: Computer Applications
		Career Path Courses:	Business Foundations, Word Processing I	
10th	Core Academic Courses*:	English II, Geometry, Biology, US History, Foreign Language I	Suggested Electives: Digital Media, Catering	
	Career Path Courses:	Marketing I, Career Connections Internship		
11th	Core Academic Courses*:	English III, Algebra II/ or other, Chemistry	Suggested Electives: Journalism, Digital Media, Accounting	
	Career Path Courses:	Advanced Marketing II, School Store Lab, Career Connections Internship		
12th	Core Academic Courses*:	English IV, Trigonometry or other Math, Botany or other lab based science	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	Sales & Customer Service, Marketing/Management, Sales & Marketing, Marketing, Business Administration	Community Colleges/Colleges: Lamar, Northeastern, Otero, Arapahoe, Colorado Mountain College, Aims, Arapahoe, CC of Aurora, Pikes Peak, Morgan
Associate Degree	Management Emphasis in Sales & Customer Service, Marketing, Business Administration	Community Colleges/Colleges: Colorado Northwestern, Colorado Mountain College, Aims, CC of Aurora, Pikes Peak, Arapahoe, CC of Denver, Morgan, Mesa State College	High School diploma/ GED Accuplacer	
Bachelor Degree	Marketing, Business Administration, Computer Information Systems	CU-Boulder, Fort Lewis, Mesa State, Western State, Metropolitan State, CSU More options: www.collegeincolorado.com	See each school's Admissions website.	
Graduate Degree	Marketing, MBA, Business to Consumer Marketing, MBA, Business to Business Marketing MBA; General MBA	CU-Denver, Mesa State College, CU-Boulder 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>Examples: DECA</p>	<p>Extracurricular Experiences:</p> <p>Examples: 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>Examples: International DECA</p>
<p>Service Learning Experiences:</p> <p>Examples: Community Service Learning (Volunteering) as part of Pueblo City Schools' Interscholastic Activity requirement</p>	

Career Options:		Salary Range:
Certificate	Sales Representative, e-Commerce Marketing Assistant, Web Sales Agent	\$\$
Associate Degree	Survey Researcher, Web Researcher, Web Advertiser, Wholesale Sales Associate, Advertising Sales, Outside Salesperson, Cost Estimator, Purchasing Agent, Independent Distributor, Sales Specialist, Wholesale and Retail Buyer	\$\$ - \$\$\$
Bachelor Degree	Store Manager, Marketing Manager, Merchandising Manager, Wholesale and Manufacturing Technical Sales, Marketing Researcher, Package Designer, Product Manager, Sales Engineer, Field Sales Representative, International Salesperson, Technical Communicator	\$\$ - \$\$\$\$
Graduate Degree	International Sales, Marketing Director, General Manager, Industrial Designer, National Accounts Manager, Product Line Leader, Regional Sales Director, Product Engineer	\$\$\$ - \$\$\$\$

* \$ = \$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							