

Key			<div>Marketing</div> <div>Business and Management Pathway</div> <div><i>This program of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized coursework to meet each learner's educational and career goals.</i></div>					
High School Academic								
High School Career & Technical								
PCC Dual Credit Articulated Courses								
1-year Certificate								
AAS Degree								
University								
Education Levels	Grade	English / Language Arts	Math	Science	Social Studies / Sciences	Other Required Courses Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree	
HS	9	Lit and Comp 9	Algebra 1	Physics	Social Studies 9	Health/PE 1	Intro to Marketing	D I P O L M A
	10	Lit and Comp 10	Geometry	Chemistry	Social Studies 10	Health/PE 2	Sports Entertainment & Event Marketing	
	11	American Studies	Algebra 2	Biology	World History	Arts/Foreign Lang/CTE	Marketing Lab	
							Personal Finance	
	12	British Literature	Elective Courses	Elective Courses	Career Dev/Arts/ Foreign Lang/CTE	Personal Finance Elective Courses	Liberty Marketing and Management	
PCC	TERM	PROGRAM OF STUDY					Certificates/Degrees/Occupations	
	FIRST TERM	BA 101 Introduction to Business	BA 111 Introduction to Accounting	BA 131 Computers in Business	BA 205 Business Commucation Using Technology		1-year Certificate Marketing	
	SECOND TERM	BA 235 Social Media Marketing	BA 280A CE: Business Experience	BA 280B CE: Business Experience Seminar	BA 223 Principles of Marketing			

	THIRD TERM	WR 121 English Composition	Business Program Elective	CAS 109 CAS 170A CAS 216A			Minimum of 46 credits Cluster careers utilize creativity and knowledge to promote and sell products and services.
	FOURTH TERM	Business Program Elective	Business Program Elective	Business Program Elective			
PCC	FIRST TERM	BA 101 Introduction to Business	BA 203 Introduction to International Business	BA 131 Introduction to Business Technology	BA 223 Principles of Marketing	BA 238 Sales	Associate of Applied Science Marketing CIPS #521401
	SECOND TERM	BA 239 Advertising	BA 249 Principles of Retailing and E-tailing	BA 226 Business Law I	BA 235 Social Media Marketing	BA 234 International Marketing	Minimum credits - 94 Accountants and Auditors Advertising Managers Business Executives Marketing Managers Property and Real Estate Managers Small Business Operators Marketing Research Marketing, Merchandising, and Sales
	THIRD TERM	BA 236 Product Management and Branding	CAS 216 Beginning Word	BA 211 Principles of Accounting I	CAS 111W CAS 206 COMM 111 WR 121 WR 122	CAS 109 CAS 170 CAS 216	
	FOURTH TERM	BA 249 Principles of Retailing and E-tailing	BA 205 Solving Communication Problems with Technology	EC 200 EC 201 EC 202 Economics	Business Elective		
	FIFTH TERM	CAS 110 Introduction to Web Graphics	BA 280B CE: Business Experience Seminar	BA 280A CE: Business Experience	Business Elective		
	SIXTH TERM	General Education Credit	Business Elective	BA 289 Marketing Capstone			
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