

Key			<div>Sunset High School</div> <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	Introduction to Business	DIPLOMA	
	10	Lit and Comp 10	Geometry	Chemistry	Social Studies 10	Health/PE 2	Marketing 1		
	11	American Studies	Algebra 2	Biology	World History	Arts/Foreign Lang/CTE	Marketing 2		
							Accounting		
	12	British Literature	Elective Courses	Elective Courses	Career Dev/Arts/ Foreign Lang/CTE	Personal Finance Elective Courses	Marketing 3		
							Business Law		
	TERM	PROGRAM OF STUDY					Certificates/Degrees/Occupations		
PCC	FIRST TERM	BA 101 Introduction to Business	BA 111 Introduction to Accounting	BA 131 Computers in Business	BA 205 Business Communication 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		Minimum of 46 credits Cluster careers utilize creativity and knowledge to promote and sell products and services.		
	THIRD TERM	WR 121 English Composition	Business Program Elective	CAS 109 CAS 170A CAS 216A					
	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	BA 111 Introduction to Accounting				
FIFTH TERM		CAS 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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