



<p><b>Overview:</b></p> <p>Careers in the Marketing cluster involve planning, managing, and performing marketing activities to reach organizational objectives.</p>	<p><b>Pathway Options:</b></p> <ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Professional Sales</li> <li>• Merchandising</li> <li>• Marketing Communications</li> <li>• Marketing Research</li> </ul>	<p><b>Occupation Examples:</b></p> <p>Advertising Manager, Advertising Agent, Merchandise Buyer, Public Relations Specialist or Writer, Media/Event Planner, Sales Manager, Entrepreneur, e-Sales Specialist, Sales Representative, Real Estate Agent, Marketing Research Analyst, Economist</p> <p>For a complete listing, go to:  <a href="http://online.onetcenter.org/find/career?c=4&amp;g=Go">http://online.onetcenter.org/find/career?c=4&amp;g=Go</a></p>
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## SUGGESTED HIGH SCHOOL COURSES

Based on State Graduation Requirements and Montana College Admissions Criteria: <http://mus.edu/admissions.asp>  
 For more information, talk to your school counselor

<b>9<sup>th</sup></b>	Graduation Requirements 2-Year College Prep	English, Math, Earth Science (lab science), Health Enhancement	<p><b>Cluster Foundation Courses:</b></p> <p>Information Technology Introduction to Business</p> <p><b>Pathway Courses:</b></p> <p>Marketing I, II Business Communication Business Finance Accounting I, II Web Design</p> <p><b>Student Organization(s):</b></p> <p>BPA DECA</p>
	4-Year MT College/Univ Prep (Rigorous Core)	English, Algebra I, Earth (lab) Science, Health Enhancement and 3 years of the following: World Language/Computer Science/Visual or Performing Arts/Career & Tech Ed	
	<b>Career-Related Electives</b>	<b>Cluster Foundation Courses</b>	
<b>10<sup>th</sup></b>	Graduation Requirements 2-Year College Prep	English, Math, Biology (lab science), Global Studies	
	4-Year MT College/Univ Prep (Rigorous Core)	English, Geometry, Biology, Global Studies, and 3 years of the following: World Language/Computer Science/Visual or Performing Arts/Career & Tech Ed	
	<b>Career-Related Electives</b>	<b>Cluster/Pathway Courses</b>	
<b>11<sup>th</sup></b>	Graduation Requirements 2-Year College Prep	English, U.S. History, Visual/Performing Arts	
	4-Year MT College/Univ Prep (Rigorous Core)	English, U.S. History, Algebra II, Chemistry or Physics and 3 years of the following: World Language/Computer Science/Visual or Performing Arts/Career & Tech Ed	
	<b>Career-Related Electives</b>	<b>Pathway Courses</b>	
<b>12<sup>th</sup></b>	Graduation Requirements 2-Year College Prep	English, Government	
	4-Year MT College/Univ Prep (Rigorous Core)	English, Government, Social Studies, College Prep Writing, (additional math encouraged), and 3 years of the following: World Language/Computer Science/ Visual or Performing Arts/Career & Tech Ed	
	<b>Career-Related Electives</b>	<b>Pathway Courses</b>	

## ADVANCED LEARNING OPPORTUNITIES

High School to College/Career Linkages

Tech Prep courses:
Advanced Placement courses:
Running Start opportunities:
Work-based Learning:
On-line Learning:

## MONTANA POSTSECONDARY OPPORTUNITIES

*Montana University System Degree and Program Inventory: <http://www.homepage.montana.edu/~mus/drgin/>  
Your Guide to Montana's Certificate and Associate Degree Programs: <http://mus.edu/twoyear/YourGuide.html>*

<b>Colleges of Technology:</b> BLCOT—Billings; GFCOT—Great Falls; HCOT—Helena; TECHCOT—Butte; UMCOT—Missoula	<b>Community Colleges:</b> DCC—Glendive; FVCC—Kalispell; MCC—Miles City	<b>Tribal Colleges:</b> BFCC—Browning; CDKC—Lame Deer; FBCC—Harlem; FPCC—Poplar; LBHC—Crow Agency; SCC—Box Elder; SKC—Pablo	<b>Four Year Colleges/Universities:</b> MSU—Bozeman; MSUB—Billings; MSUN—Havre; TECH—Butte; UM—Missoula; UMW—Dillon
<b>MILITARY</b>	<ul style="list-style-type: none"> <li>• Requires diploma or GED</li> <li>• 17 with parental consent; 18 without</li> </ul>	Air Force, Air Guard, Army, Coast Guard, Marines, Navy For more information: <a href="http://todaysmilitary.com">http://todaysmilitary.com</a>	
<b>PROFESSIONAL CERTIFICATE</b>	<ul style="list-style-type: none"> <li>• Requires diploma or GED</li> <li>• Less than 30 credits; little/no general ed credits</li> <li>• Complete in one year or less</li> </ul>	Entrepreneurship—FVCC, MCC Marketing/Sales—FVCC, MCC	
<b>APPRENTICESHIP</b>	<ul style="list-style-type: none"> <li>• Requires diploma or GED</li> <li>• Must be at least 18</li> <li>• Minimum 2,000 hours of supervised experience</li> </ul>	Parts Salespeople Real Estate Appraisers See the MT Dept of Labor website for more information: <a href="http://wsd.dli.mt.gov/apprenticeship/default.asp">http://wsd.dli.mt.gov/apprenticeship/default.asp</a>	
<b>CERTIFICATE OF APPLIED SCIENCE</b>	<ul style="list-style-type: none"> <li>• Requires diploma or GED</li> <li>• 30-45 credits; limited general education credits</li> <li>• Complete in one year or less</li> </ul>	Ag Marketing & Financial Analysis—DCC Marketing & Sales—MCC Sales & Marketing—MCOT Small Business Entrepreneurship—HCOT	
<b>ASSOCIATE'S OF APPLIED SCIENCE DEGREE</b>	<ul style="list-style-type: none"> <li>• Requires diploma or GED</li> <li>• 60-72 credits; includes 15-25 general ed credits</li> <li>• Complete in two years (<i>if prepared academically in math and English</i>)</li> </ul>	Entrepreneurship—GFCOT Sales & Marketing—MCOT	
<b>BACCALAUREATE DEGREE</b>	<ul style="list-style-type: none"> <li>• Requires 4-year college prep for admission</li> <li>• 128 credits (approximately)</li> <li>• Complete in four years</li> </ul>	Business/Marketing option—MSU, MSUB Marketing—UM	
<b>Industry Recognized Certificate(s):</b>			
Marketing Professional, Certified eMarketer, CeMA (Certified Internet Marketer)			