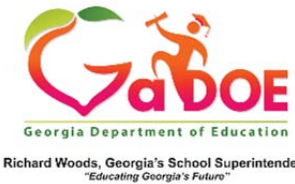


Student Plan of Study – Marketing Communications and Promotion



Name _____ Date _____ School _____

Parent/Guardian Signature _____ Date _____ Advisor/Counselor Signature _____ Date _____

*Current Area of Interest: **Marketing/Marketing Communications and Promotion** - This PLAN OF STUDY should serve as a guide for the next four years. **Courses listed in this plan are only recommended coursework and should be individualized to meet each student's educational and career goals. All plans will meet minimum high school graduation requirements.** Applicants to the University System of Georgia and the Technical College System of Georgia institutions should be advised that meeting minimum requirements will not guarantee admission. Postsecondary institutions may set additional requirements.*

Grade Level	I. English/Language Arts Total 4 credits	II. Math Total 4 credits	III. Science Total 4 credits	IV. Social Studies Total 3 credits	V. Health/Personal Fitness Total 1 credit	VII. Possible electives in additional pathways (students should check the local course description catalog for these and other electives) Total 4 credits
Marketing	9 9 th Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Cord. Algebra 2 CCGPS Analytic Geometry 3 CCGPS Accel Cord. Algebra/Analytic Geometry 4 CCGPS Accel Analytic Geometry B/Adv. Algebra 1 credit * Credit Earned <input type="checkbox"/>	Biology or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	American Government/Civics or AP Government/ Politics US or Approved Dual Enrollment Course ½ credit Credit Earned <input type="checkbox"/>	Health ½ credit Credit Earned <input type="checkbox"/> Personal Fitness ½ credit Credit Earned <input type="checkbox"/> *** VI. CTAE Pathway Total 3 credits	Advanced Academic Pathways English/Language Arts, Math, Science, Social Studies An advanced academic pathway may be followed in any one of the content subjects listed above. Upon graduation, students earn an advanced academic pathway when they complete the required coursework to include at least one AP or one IB or one Dual Enrollment course. An advanced academic pathway should also include at least two credits in one world language. AP, Dual Enrollment and Georgia Virtual School courses may be available.
	10 10 th Literature & Composition or World Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Analytic Geom 2 CCGPS Adv. Algebra 3 CCGPS Accel Analytic Geometry/Adv. Algebra 4 CCGPS Pre-Calculus 1 credit * Credit Earned <input type="checkbox"/>	Physical Science or Physics or AP Physics or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	World History or AP World History or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	08.47400 Marketing Principles or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	World Language Pathways **Two credits are required for admissions to University System Institutions. For a listing of world language courses offered at your high school, please check with your advisor, counselor, or local course description catalog. A world language pathway may be followed in any of the world language areas included in the state list of approved courses. Upon graduation, students earn a world language pathway when they complete three credits in one language. The third course may reflect an AP, IB or Dual Enrollment designation. Georgia Virtual School and ACCEL courses may be available.
	11 American Literature/Composition or AP English Language & Composition/American Lit or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	1 CCGPS Adv. Algebra 2 CCGPS Pre-Calculus 3 CCGPS Accel Pre-Cal 4 CCGPS Cal or AP Cal 1 credit * Credit Earned <input type="checkbox"/>	Chemistry or Environmental Science or Earth Systems or AP/IB or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	United States History or AP US History or IB History of the Americas or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	08.45100 Promotion and Professional Sales or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	Fine Arts/Performing Arts Pathways Visual Arts, Dance, Music, Journalism, Theatre A fine arts pathway may be followed in any one of the five areas listed above. Upon graduation, students complete a fine arts/performing arts pathway when three courses have been successfully completed in any one of the five areas. A student should consult a counselor or advisor for related coursework. AP, Dual Enrollment and Georgia Virtual School courses may be available.
At the end of the 11th grade, students planning to enter a University System of Georgia Institution or Technical College System of Georgia Institution should take the appropriate admissions test (SAT, ACT, Compass).						Legend: *Science: Approved 4th Sciences may be used to meet both the required science and required elective in a Career, Technical and Agricultural Education (CTAE) sequence of courses; see Fourth Science Requirements for more information. Student may take science courses in any sequence. **Math: Select Math sequence 1, 2, 3, 4, based on 9 th grade entry course. **Students must complete 2 credits of the same world language for admission to University System of Georgia institutions. *** Students should complete a CTAE pathway and take the related end of pathway assessment.
12 Advanced Composition or British Literature or AP/IB English Literature & Composition or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>	CCGPS Pre-Cal or Adv. Math Decision Making or Math of Ind & Govern or AP Stats or IB Math or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	Any other of the previous courses or Ecology or Geology or Approved Dual Enrollment Course 1 credit * Credit Earned <input type="checkbox"/>	Econ/Business/Free Enterprise or AP Macro Econ or AP Micro Econ or IB Econ or Approved Dual Enrollment Course ½ credit Credit Earned <input type="checkbox"/>	08.45200 Marketing Communications Essentials or Approved Dual Enrollment Course 1 credit Credit Earned <input type="checkbox"/>		
Sample Elective Courses	Other English Elective Courses: Literary Types/Composition Journalism Oral/Written Communication Speech	Other Math Elective Courses: Calculus AP Calculus Math of Finance	Other Science Elective Courses: Astronomy or AP/IB Science	Other Social Studies Elective Courses: Humanities or AP/IB Soc Studies or Psychology or Sociology or World Geography	Other CTAE Elective Courses: Other CTAE elective courses are available to complete a related pathway	NOTE: Local systems may offer core courses in a different sequence; not all local systems offer every pathway. Students should explore all credit possibilities including Georgia's Virtual School Program , Dual Enrollment , Advanced Placement (AP), International Baccalaureate (IB) and Work-Based Learning (WBL) to reach their educational and career goals.

SAMPLE Pathway OCCUPATIONS			
See * Georgia's HOT Careers to 2020 for more information on high-skilled, high-wage and high-demand occupations.			
Occupation Specialties	Entry Level of Education Needed	2012 Annual Wage	Annual Openings 2012-2020
Advertising & Promotions Managers	Bachelor's Degree	\$100,300	70
Public Relations & Fund Raising Managers	Bachelor's Degree	\$86,200	80
Marketing Research Analysts & Marketing Specialists	Bachelor's Degree	\$59,100	270

Source: Georgia Department of Labor/ONET

For more information about your education and career planning, including valuable financial aid information that includes grants and scholarships, see your school counselor.

****** [Current Georgia Graduation Rule](#)**

Coursework	Credits	Coursework	Credits
I. English/Language Arts	4	V. Health & Physical Education	1
II. Math	4	VI. **Career, Technical & Agricultural Education and/or ***World Languages, and/or Fine Arts	3
III. *Science	4	VII. Electives	4
IV. Social Studies	3	TOTAL	23

*Selected [4th Science](#) courses may be used to meet both the required science and required elective in a CTAE sequence of courses.
 **Students must complete three credits to complete a CTAE pathway and take the end of pathway assessment.
 ***Students must complete two credits of the same world language for admission to Georgia Board of Regents colleges/universities.
 **** Current graduation requirements should be met in all content areas.
 NOTE: This plan represents minimum graduation requirements. Local systems may require additional coursework.

Postsecondary Transition:

- Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at Staying On Course. (www.usg.edu/student_affairs/documents/Staying_on_Course.pdf)
- Students who will continue their education in a Program of Study at one of the Technical College System of Georgia institutions should prepare to take the COMPASS test for admissions.
- Students who will continue their education and training in the US Military should take the ASVAB assessment.
- Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities to match their selected career field, including registered apprenticeships.
- Georgia's dual-credit programs have been combined into one program entitled Move on When Ready, in which high school students may earn their high school course credits while taking college courses.

Possible Student Pathway Credentialing Opportunities:

Students completing a pathway are eligible to take a Credentialing/End of Pathway Assessment (EOPA) upon successful completion of the three required courses in the pathway. For specific assessment information, refer to <http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/CTAE-Georgia-Assessments.aspx>

<p>*Related Pathway Occupations: Advertising and Promotion Managers Search Marketing Strategists Green Marketers Public Relations Specialists Advertising Sales Agents</p>	<p>Other Related Marketing Occupations: Marketing Managers Sales Managers Business Teachers/Postsecondary Sales Representatives</p>
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*ONET Online

Marketing Communications and Promotion

Keen competition should be expected in these highly coveted jobs. Because of the importance and high visibility of these jobs, managers in this field are often prime candidates for the highest ranking positions. Those working in the marketing communications and promotion field coordinate market research, market strategies, sales, advertising, promotion, pricing, product development and public relations activities. Job opportunities available in this field include advertising managers, account executives, creative directors, media directors, promotions managers, marketing managers, product development managers, market research managers, public relations managers and sales managers.

These jobs are found in almost every industry, and the number of jobs available is expected to increase faster than average through 2020. College graduates with related experience, a high level of creativity and strong communication skills will have the best job opportunities. Technology is changing the way we communicate and promote goods and services with potential customers. As a result, the more computer related skills one can accumulate, the better his/her employment opportunities in this industry.

Persons interested in this field should be mature, creative, highly motivated, able to manage stress, flexible and decisive. They should be able to communicate effectively, both orally and in writing. They also need tact, good judgment and the ability to establish and maintain effective personal relationships with clients and other professionals. Those working in this industry typically work long hours, including evenings and weekends. They must work under pressure when schedules change or problems arise, and travel is usually necessary when working in this field.