## Student Plan of Study – Marketing and Management

### Name____________________________ Date________________ School________________

**Parent/Guardian Signature____________________________ Date________________**

**Signature____________________________ Date________________**

**Current Area of Interest: Marketing/Management - 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

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>I. English/Language Arts Total 4 credits</th>
<th>II. Math Total 4 credits</th>
<th>III. Science Total 4 credits</th>
<th>IV. Social Studies Total 3 credits</th>
<th>V. Health/Personal Fitness Total 1 credit</th>
<th>VI. Possible electives in additional pathways (students should check the local course description catalog for these and other electives) Total 4 credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 CCGPS Analytic</td>
<td>2 CCGPS Pre-Cal, Adv.</td>
<td>2 Government/Politics US</td>
<td>1 Personal Fitness</td>
<td>2 CCGPS Pre-Cal, Adv.</td>
<td>An advanced academic pathway may be followed in any 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.</td>
</tr>
<tr>
<td></td>
<td>3 CCGPS Geometric</td>
<td>3 CCGPS Pre-Cal, Adv.</td>
<td>3 American Government/Civics</td>
<td>1 Personal Fitness</td>
<td>3 CCGPS Pre-Cal, Adv.</td>
<td>World Language Pathways - <strong>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.</strong> A fine arts pathway may be followed in any of the five areas listed above. Upon graduation, students complete a fine 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.</td>
</tr>
<tr>
<td></td>
<td>4 CCGPS Geometric</td>
<td>4 CCGPS Pre-Cal, Adv.</td>
<td>4 American Government/Civics</td>
<td>1 Personal Fitness</td>
<td>4 CCGPS Pre-Cal, Adv.</td>
<td>Fine Arts/Performing Arts Pathways - Visual Arts, Dance, Music, Journalism, Theatre</td>
</tr>
<tr>
<td></td>
<td>Geometric/Applied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>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 9th grade entry course. **Students must complete two 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.</td>
</tr>
</tbody>
</table>
**SAMPLE Pathway OCCUPATIONS**

See *Georgia’s HOT Careers to 2020* for more information on high-skilled, high-wage and high-demand occupations.

<table>
<thead>
<tr>
<th>Occupation Specialties</th>
<th>Entry Level of Education Needed</th>
<th>2012 Annual Wage</th>
<th>Annual Openings 2012-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Marketing Managers</td>
<td>Bachelor’s Degree</td>
<td>$108,700</td>
<td>270</td>
</tr>
<tr>
<td>Sales Managers, Entrepreneurships</td>
<td>Bachelor’s Degree</td>
<td>$106,400</td>
<td>550</td>
</tr>
<tr>
<td>*Management Analyst</td>
<td>Bachelors’ Degree</td>
<td>$80,700</td>
<td>2,080</td>
</tr>
</tbody>
</table>

Source: Georgia Department of Labor/ONET

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**Other Related Marketing Occupations:**

- Directors of Marketing
- Internal Communications Managers
- Management Analysts
- Survey Researchers
- Demonstrators & Product Promoters
- Green Marketers

*O*NET Online

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**Marketing and Management**

Marketing professionals are responsible for developing, implementing and managing a company’s marketing efforts, both through traditional and digital formats, in order to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors. They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers’ wants and needs. From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

Employment of marketing and sales managers is expected to increase through 2020; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Competition for marketing, sales, and management jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs and volunteer work will be important to employers for entry-level jobs. Opportunities will be available for those who are qualified.

Anyone interested in this field should enjoy working with people, be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.

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*Related Pathway Occupations:*

- Directors of Marketing
- Internal Communications Managers
- Management Analysts
- Survey Researchers
- Demonstrators & Product Promoters
- Green Marketers

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**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](http://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.

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**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](http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/CTAE-Georgia-Assessments.aspx).

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Richard Woods, Georgia’s School Superintendent

*"Educating Georgia’s Future"*