



## Fort Zumwalt East High School Program of Study (POS)

### Career Cluster Plan of Study (Pathways: Marketing, Management, Professional Sales, Merchandising, Communications, Marketing Research)

Grade	English	Math	Science	Social Studies/ Sciences	Other Required Courses, Recommended Elective	Additional Learning Opportunities	SAMPLE Occupations Relating to this Pathway
9	English I / Pre-AP English I	Algebra I, Geometry, Pre-AP Geom.	Physical Science, Biology, Pre-AP Biology	US History or Pre-AP US History	PE / Health or Fine Arts Foreign Language, Intro To Leadership, Adv. Leadership, Word Processing, Desktop Publishing, Computer Applications, Principles of Business, PLTW Computer Sci & Software Engineering	<b>Clubs:</b> FBLA, FCCLA, DECA, Key, NHS, STUCO	<ul style="list-style-type: none"> <li>▶ Administrative Assistant</li> <li>▶ Advertising Sales Person</li> <li>▶ Auditor</li> <li>▶ Business Consultant</li> <li>▶ Certified Public Accountant</li> <li>▶ Corporate Trainer</li> <li>▶ E-Commerce Analyst</li> <li>▶ Entrepreneur</li> <li>▶ Facilities Manager</li> <li>▶ Finance Director</li> <li>▶ Finance Director</li> <li>▶ Human Resources Manager</li> <li>▶ Investment Executive</li> <li>▶ Marketing Analyst</li> <li>▶ Medical Transcriptionist</li> <li>▶ Office Manager</li> <li>▶ OSHA/ADA Compliance Officer</li> <li>▶ Personnel Recruiter</li> <li>▶ Public Relations Manager</li> <li>▶ Sales Representative</li> <li>▶ Wholesale and Retail Buyer</li> </ul>
10	English II / Pre- AP English II	Geometry, Pre- AP Geom, Algebra II, Pre-AP Alg II	Biology, Pre-AP Biology, Applied Biology /Chem I, Chemistry, Gen Physics, Astron, Geology	World History  AP World Hist.	Personal Finance, Business & Personal Law, Accounting, Entrepreneurship, Marketing Concepts, Business & Event Management, Business Web Design, Bus. Adv. Web Design	<b>Athletics</b> <b>Summer Camps</b> <b>Job Shadow</b>	
11	American Lit / Pre-AP American Literature/ AP Lang	Geometry, Pre-AP Geom, Algebra II, Pre-AP Alg II, Algebra III, Pre- AP Calc, College Algebra	Chemistry, Gen Physics, Applied Biology /Chem I, AP Physics, AP Biology, AP Chem, Zoology, Env Sci I/II	Government, AP Govt AP US History Gen. or Concepts of Psych, Cont Issues	Adv. Accounting , Adv Computer Applications, Retail and Hospitality, Advertising and Promotion, Sports and Entertainment Marketing	<b>Volunteer</b> <b>Community Service see</b> <a href="http://www.communitycouncil.org">www.communitycouncil.org</a>	
						<b>Part-time Employment</b> <b>Entrepreneurship</b>	<ul style="list-style-type: none"> <li>▶ Abstractor</li> <li>▶ Accountant</li> <li>▶ Actuary</li> <li>▶ Bill and Account Collector</li> <li>▶ Commodities Representative</li> <li>▶ Controller</li> <li>▶ Credit Analyst</li> <li>▶ Debt Counselor</li> <li>▶ Economist</li> <li>▶ Financial Planner</li> <li>▶ Foreign Exchange Manager</li> <li>▶ Insurance Broker</li> <li>▶ Internal Auditor</li> <li>▶ Loan Officer</li> </ul>
12	Senior Lit AP Lit AP Lang (or 2 sem classes	Algebra II, Algebra III, College Algebra, Pre-AP Calculus, AP Statistics, AP Calculus AB AP Calculus BC	See 11 <sup>th</sup> grade options, Applied Bio/Chem II	See 11 <sup>th</sup> grade options	Business Internship Marketing Internship Independent Study Business/Marketing	<b>Assessments:</b> PSAT ACT,SAT,ASVAB, MO Connections	

Post Secondary

For listing of Community Colleges, Tech Schools, and 4 year colleges: [www.missouriconnections.org](http://www.missouriconnections.org) Military, On-the-Job Training, Apprenticeship



**Planning, managing, and performing marketing activities to reach organizational objectives.**

Sample Career Specialties / Occupations	<ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Owners</li> <li>• Small Business Owners</li> <li>• Presidents</li> <li>• Chief Executive Officers</li> <li>• Principals</li> <li>• Partners</li> <li>• Proprietors</li> <li>• Franchisees</li> <li>• Independent X's (e.g., distributor)</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Inbound Call Managers</li> <li>• Channel Sales Managers</li> <li>• Regional Sales Managers</li> <li>• Client Relationship Managers</li> <li>• Business Development Managers</li> <li>• Territory Representatives / Managers</li> <li>• Key Account Managers</li> <li>• National Account Managers</li> <li>• Account Executives</li> <li>• Sales Engineers</li> <li>• Sales Executives</li> <li>• Technical Sales Specialists</li> <li>• Retail Sales Specialists (big ticket)</li> <li>• Outside Sales Representatives</li> <li>• Industrial Sales Representatives</li> <li>• Manufacturer's Representatives</li> <li>• Salespersons</li> <li>• Field Marketing Representatives</li> <li>• Brokers</li> <li>• Agents</li> <li>• Field Representatives</li> <li>• Solutions Advisors</li> <li>• Sales/Marketing Associates</li> <li>• Telemarketers/Inside Sales Representatives</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Store Managers</li> <li>• Retail Marketing Coordinators</li> <li>• Merchandising Managers</li> <li>• Merchandise Buyers</li> <li>• Operations Managers</li> <li>• Visual Merchandise Managers</li> <li>• Sales Managers</li> <li>• Department Managers</li> <li>• Sales Associates</li> <li>• Customer Service Representatives</li> <li>• Clerks (e.g., stock, receiving, etc.)</li> <li>• Administrative Support Representatives (e.g. human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Managers</li> <li>• Public Relations Managers</li> <li>• Public Information Directors</li> <li>• Sales Promotion Managers</li> <li>• Co-op Managers</li> <li>• Trade Show Managers</li> <li>• Circulation Managers</li> <li>• Promotions Managers</li> <li>• Art/Graphics Directors</li> <li>• Creative Directors</li> <li>• Account Executives</li> <li>• Account Supervisors</li> <li>• Sales Representatives</li> <li>• Marketing Associates</li> <li>• Media Buyers/Planners</li> <li>• Interactive Media Specialists</li> <li>• Analysts</li> <li>• Contract Administrators</li> <li>• Copywriters</li> <li>• Research Specialists</li> <li>• Research Assistants</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Database Managers</li> <li>• Research Specialists / Managers</li> <li>• Brand Managers</li> <li>• Marketing Services Managers</li> <li>• Customer Satisfaction Managers</li> <li>• (Research) Project Managers</li> <li>• CRM Managers</li> <li>• Forecasting Managers</li> <li>• Strategic Planners, Marketing</li> <li>• Product Planners</li> <li>• Planning Analysts</li> <li>• Directors of Market Development</li> <li>• Database Analysts</li> <li>• Analysts</li> <li>• Research Associates</li> <li>• Frequency Marketing Specialists</li> <li>• Knowledge Management Specialists</li> <li>• Interviewers</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
Pathways	<b>Marketing Management</b>	<b>Professional Sales</b>	<b>Merchandising</b>	<b>Marketing Communications</b>	<b>Marketing Research</b>
Cluster K&S	<p><b>Cluster Knowledge and Skills</b></p> <p>◆ Academic Foundations ◆ Communications ◆ Problem Solving and Critical Thinking ◆ Information Technology Applications ◆ Systems            ◆ Safety, Health and Environmental ◆ Leadership and Teamwork ◆ Ethics and Legal Responsibilities            ◆ Employability and Career Development ◆ Technical Skills</p>				



2008-2009

[www.careerclusters.org](http://www.careerclusters.org)