Name _____

Learner ID _____

School/College/University _____

Marketing, Sales and Service: Professional Sales and Marketing

Career Pathway Plan of Study for ▶Learners ▶Parents ▶Counselors ▶Teachers/Faculty

*This Career Pathway Plan of Study (based on the Professional Sales and Marketing Pathway of the Marketing, Sales and Service Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.*

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Professional Sales and Marketing Pathway	SAMPLE Occupations Relating to This Pathway
	Interest Inventory Administered and Plan of Study Initiated for all Learners							
SECONDARY	9							▶ Account Executive ▶ Administrative Support Representative ▶ Agent ▶ Broker ▶ Business Development Manager ▶ Channel Sales Manager ▶ Client Relationship Manager ▶ Customer Service Representative ▶ Field Marketing Representative ▶ Field Representative ▶ Inbound Call Manager ▶ Industrial Sales Representative ▶ Key Account Manager ▶ Manufacturer's Representative ▶ National Account Manager ▶ Outside Sales Representative ▶ Regional Sales Manager ▶ Retail Sales Specialist ▶ Sales Engineer ▶ Sales Executive ▶ Sales Person ▶ Sales/Marketing Associate ▶ Solutions Advisor ▶ Technical Sales Specialist ▶ Telemarketer ▶ Territory Representative/ Manager
	10							
	11							
	College Placement Assessments-Academic/Career Advisement Provided							
	12							
	Articulation/Dual Credit Transcripted-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.							
POSTSECONDARY	Year 13							
	Year 14							
	Year 15							
	Year 16							

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