



**Northland Career Center**  
**Marketing**  
**Career Cluster Program of Study Template**  
[www.northlandcareercenter.com](http://www.northlandcareercenter.com)

| Minimum Graduation Requirements |       | SUGGESTED COURSE OF HIGH SCHOOL STUDY<br>It is suggested that students consider dual credit, articulation, or advanced placement opportunities for postsecondary credit. |      |         |                |  |                         |   |
|---------------------------------|-------|--|------|---------|----------------|--|-------------------------|---|
|                                 | Grade | English  | Math | Science | Social Studies | Required Courses, Elective Options           | Northland Career Center | Additional Learning Opportunities   |
| <b>Secondary</b>                | 9     |  |      |         |                | PE / Health<br>Fine Arts<br>Personal Finance |                         | <b>School-Based:</b><br><input type="checkbox"/> Career Research<br><input type="checkbox"/> Job Shadowing<br><input type="checkbox"/> Service Learning Project<br><input type="checkbox"/> Other:<br>_____   |
|                                 | 10    |  |      |         |                |  |                         | <b>Community Based:</b><br><input type="checkbox"/> Internship<br><input type="checkbox"/> Mentorship<br><input type="checkbox"/> Volunteer<br><input type="checkbox"/> Part-time Employment<br><input type="checkbox"/> Other:<br>_____  |
|                                 | 11    |  |      |         |                |  | + ♦ Marketing I         | <b>Assessments/Certifications:</b><br><input type="checkbox"/> Technical Skills Attainment (TSA)<br><input type="checkbox"/> Other:<br>_____  |
|                                 | 12    |  |      |         |                |  | + ♦ Marketing II        | <b>Placement Assessments:</b><br><input type="checkbox"/> Compass Test<br><input type="checkbox"/> PLAN<br><input type="checkbox"/> ACT<br><input type="checkbox"/> PSAT<br><input type="checkbox"/> SAT<br><input type="checkbox"/> ASVAB<br><input type="checkbox"/> WorkKeys<br><input type="checkbox"/> Other:<br>_____ |
|                                 |       |  |      |         |                |  |                         | <b>Student Organizations:</b><br><input type="checkbox"/> DECA<br><input type="checkbox"/> FBLA<br><input type="checkbox"/> SkillsUSA<br><input type="checkbox"/> Other:<br>_____   |

| Postsecondary Offerings – For A Complete Listing, go to <a href="http://www.missouriconnections.org">www.missouriconnections.org</a> |  |   |  |  |   |
|--|--|---|--|--|---|
| Postsecondary  | Community College  | Technical School/Training Institution   | In State   |  | Out of State/Other  |
|  | East Central College<br><a href="http://www.eastcentral.edu">www.eastcentral.edu</a><br>Crowder College<br><a href="http://www.crowder.edu">www.crowder.edu</a><br>Jefferson College<br><a href="http://www.jeffco.edu">www.jeffco.edu</a><br>Metropolitan Community College<br><a href="http://www.mcckc.edu">www.mcckc.edu</a><br>Mineral Area College<br><a href="http://www.mineralarea.edu">www.mineralarea.edu</a><br>Moberly Area Community College<br><a href="http://www.macc.edu">www.macc.edu</a><br>North Central Missouri College<br><a href="http://www.ncmissouri.edu">www.ncmissouri.edu</a><br>Ozarks Technical Comm College<br><a href="http://www.otc.edu">www.otc.edu</a><br>St. Charles Community College<br><a href="http://www.stchas.edu">www.stchas.edu</a><br>St Louis Community College<br><a href="http://www.stlcc.edu">www.stlcc.edu</a><br>State Fair Community College<br><a href="http://www.sfccmo.edu">www.sfccmo.edu</a><br>Three Rivers Community College<br><a href="http://www.trcc.edu">www.trcc.edu</a> | Eldon Career Center -<br><a href="http://www.eldoncareercenter.org">www.eldoncareercenter.org</a><br>Hannibal Career and Technical Center<br><a href="http://www.hannibal.tec.mo.us">www.hannibal.tec.mo.us</a><br>Waynesville Technical Academy<br><a href="http://www.waynesville.k12.mo.us">www.waynesville.k12.mo.us</a><br>Northwest Tech School<br><a href="http://www.maryville.k12.mo.us">www.maryville.k12.mo.us</a><br>Rankin Tech College - <a href="http://www.ranken.edu">www.ranken.edu</a> | Avila University - <a href="http://www.avila.edu">www.avila.edu</a><br>Baptist Bible College - <a href="http://www.baptist.edu">www.baptist.edu</a><br>Bryan College - <a href="http://www.bryancollege.com">www.bryancollege.com</a><br>Central Methodist University<br><a href="http://www.centralmethodist.edu">www.centralmethodist.edu</a><br>College of the Ozarks - <a href="http://www.coto.edu">www.coto.edu</a><br>Columbia College - <a href="http://www.ccis.edu">www.ccis.edu</a><br>Culver-Stockon College<br><a href="http://www.culver.edu">www.culver.edu</a><br>DeVry University – <a href="http://www.devry.edu">www.devry.edu</a><br>Drury University - <a href="http://www.drury.edu">www.drury.edu</a><br>Evangel University - <a href="http://www.evangel.edu">www.evangel.edu</a><br>Everest College<br><a href="http://www.everest-college.com">www.everest-college.com</a><br>Fontbonne Univ - <a href="http://www.fontbonne.edu">www.fontbonne.edu</a><br>Hannibal-Lagrange College<br><a href="http://www.hlq.edu">www.hlq.edu</a><br>Harris-Stowe State Univ - <a href="http://www.hssu.edu">www.hssu.edu</a><br>Lincoln University - <a href="http://www.lincolnu.edu">www.lincolnu.edu</a><br>Lindenwood Univ - <a href="http://www.lindenwood.edu">www.lindenwood.edu</a><br>Maryville University of St. Louis<br><a href="http://www.maryville.edu">www.maryville.edu</a><br>Messenger College<br><a href="http://www.messengercollege.edu">www.messengercollege.edu</a><br>Missouri Baptist Univ - <a href="http://www.mobap.edu">www.mobap.edu</a><br>Missouri College<br><a href="http://www.missouricollege.com">www.missouricollege.com</a><br>MO Southern State University<br><a href="http://www.mssu.edu">www.mssu.edu</a><br>Missouri State University<br><a href="http://www.missouristate.edu">www.missouristate.edu</a><br>Missouri State University – West Plains<br><a href="http://www.wp.missouristate.edu">www.wp.missouristate.edu</a><br>Missouri Valley College<br><a href="http://www.moval.edu">www.moval.edu</a> | Missouri Western State University<br><a href="http://www.missouriwestern.edu">www.missouriwestern.edu</a><br>Northwest Missouri State University<br><a href="http://www.nwmissouri.edu">www.nwmissouri.edu</a><br>Park University - <a href="http://www.park.edu">www.park.edu</a><br>Patricia Stevens College<br><a href="http://www.patriciastevenscollege.edu">www.patriciastevenscollege.edu</a><br>Rockhurst University -<br><a href="http://www.rockhurst.edu">www.rockhurst.edu</a><br>Saint Louis University<br><a href="http://www.imagine.stu.edu">www.imagine.stu.edu</a><br>Sanford-Brown College<br><a href="http://www.sanford-browncollege.com">www.sanford-browncollege.com</a><br>Southeast MO State Univ - <a href="http://www.semo.edu">www.semo.edu</a><br>Southwest Baptist Univ - <a href="http://www.sbuniv.edu">www.sbuniv.edu</a><br>Stephens College - <a href="http://www.stephens.edu">www.stephens.edu</a><br>Truman State Univ - <a href="http://www.truman.edu">www.truman.edu</a><br>Univ of Central MO - <a href="http://www.ucmo.edu">www.ucmo.edu</a><br>Univ of MO – Columbia - <a href="http://www.missouri.edu">www.missouri.edu</a><br>Univ of MO – Kansas City <a href="http://www.umkc.edu">www.umkc.edu</a><br>Univ of MO – Rolla – <a href="http://www.umn.edu">www.umn.edu</a><br>Univ of MO – St Louis - <a href="http://www.umsl.edu">www.umsl.edu</a><br>Univ of Phoenix – <a href="http://www.phoenix.edu">www.phoenix.edu</a><br>Vatterott College<br><a href="http://www.vatterott-college.edu">www.vatterott-college.edu</a><br>Washington University - <a href="http://www.wustl.edu">www.wustl.edu</a><br>Webster University - <a href="http://www.websteruniv.edu">www.websteruniv.edu</a><br>Westminster College<br><a href="http://www.westminster-mo.edu">www.westminster-mo.edu</a><br>William Jewell College - <a href="http://www.jewell.edu">www.jewell.edu</a><br>William Woods University<br><a href="http://www.williamwoods.edu">www.williamwoods.edu</a> | <ul style="list-style-type: none"> <li>Apprenticeship</li> <li>Military</li> <li>On-the-Job Training</li> </ul> Colorado Technical University<br><a href="http://www.coloradotech.com">www.coloradotech.com</a><br>Grantham University<br><a href="http://www.grantham.edu">www.grantham.edu</a><br>ITT Technical Institute<br><a href="http://www.itt-tech.edu">www.itt-tech.edu</a><br>National American University<br><a href="http://www.national.edu">www.national.edu</a> |

Sample Careers By Educational Level – For Occupational Specialties, go to [www.careerclusters.org](http://www.careerclusters.org) or [www.missouriconnections.org](http://www.missouriconnections.org)

| On-the-Job Training or Less   | Technical Training or Associate Degree  | Bachelors Degree   | Masters Degree or More  |
|---|---|--|---|
| Advertising Salespeople<br>Buyers and Purchasing Agents<br>Cashiers<br>Counter and Rental Clerks<br>Demonstrators and Promoters<br>Floral Designers<br>Merchandise Displayers<br>Models<br>Opticians<br>Parts Salespeople<br>Retail Salespeople<br>Route Salespeople<br>Telemarketers | Advertising Sales Agents<br>Assessors<br>Fashion Designers<br>Interior Designers<br>Lodging Managers<br>Property, Real Estate, and Community Association Managers<br>Real Estate Brokers<br>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products<br>Travel Agents<br>Travel Guides<br>Wholesale and Retail Buyers, Except Farm Products | Art Directors<br>Editors<br>Market Research Analysts<br>Public Relations Specialists<br>Sales Managers<br>Sales Representatives<br>Survey Researchers<br>Technical Writers | Business Teacher, Postsecondary<br>Marketing Managers<br>Public Relations Managers<br>Purchasing Managers<br>Sales Managers |