



## Marketing Associate in Applied Science

<http://catalog.ivcc.edu/guidesheet/associate/marketing/>



This Career Pathway Plan of Study 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.

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	SAMPLE Occupations Relating to This Pathway	
SECONDARY	9	English I	Algebra I Geometry	Physical Science	World History	Consumer Ed, Am. Gov., Speech  11th grade; Take IVCC Placement test		<ul style="list-style-type: none"> <li>➤ Administrative Support Representative</li> <li>➤ Analyst</li> <li>➤ Brand Manager</li> <li>➤ CRM Manager</li> <li>➤ Customer Satisfaction Manager</li> <li>➤ Customer Service Representative</li> <li>➤ Database Analyst</li> <li>➤ Database Manager</li> <li>➤ Director of Market Development</li> <li>➤ Forecasting Manager</li> <li>➤ Frequency Marketing Specialist</li> <li>➤ Interviewer</li> <li>➤ Knowledge Management Specialist</li> <li>➤ Marketing Services Manager</li> <li>➤ Planning Analyst</li> <li>➤ Product Planner</li> <li>➤ Research Associate</li> <li>➤ Research Project Manager</li> <li>➤ Research Specialist/Manager</li> <li>➤ Strategic Planner</li> </ul>	
	10	English II	Geometry Algebra II	Biology					
	11	AP English Language English III	Algebra II Pre-Calculus	Chemistry	US History				
	12	English IV	Pre-Calculus Calculus	Physics			DUAL CREDIT COURSES* (see high school counselor) The following courses may be offered as dual credit at the Area Career Center & some high schools <b>CSP 1203</b>		
To view detailed descriptions of the below courses, go to: <a href="http://catalog.ivcc.edu/courses/">http://catalog.ivcc.edu/courses/</a>									
POSTSECONDARY	13	<u>FALL</u> <b>ENG 1205**</b> Written Communication Skills for Business, Industry and Technology <u>SPRING</u> <b>SPH 1204**</b> Oral Communication Skills for Business, Industry & Technology			<u>SPRING</u> <b>PSY 2200**</b> Human Relations in The World of Work	<u>REQUIRED COURSES</u> <b>HPE 1000</b> Wellness <b>SDT 1203</b> Job Seeking Skills  <u>ELECTIVES (9 Semester Hrs)</u> <i>Any course with the following prefix</i> <b>ACT, BUS, CSD, CSG, CSI, CSN, CSD, CSP, CSS, CSW, ECN, FIN, LDS, MGT, MKT</b>	<u>FALL</u> <b>ACT 1210</b> Fundamentals of Accounting <b>BUS 1010</b> Intro to Business <b>BUS 1201</b> Let's Talk Business <b>BUS 1230</b> Math for Business and Finance <b>CSP 1203*</b> Microsoft Office Professional I <u>SPRING</u> <b>CSP 2203</b> Microsoft Office Professional II <b>ECN 1202</b> Fundamentals of Economics <b>MKT 1210</b> Principles of Marketing		
	14				<u>FALL</u> <b>BUL 2000</b> The Legal Environment of Business <b>CSN 1200</b> Using Internet and the World Wide Web <b>MGT 2010</b> Principles of Management <b>MKT 2210</b> Principles of Advertising <u>SPRING</u> <b>BUS 2210</b> Business Internship <b>BUS 2260</b> Integrated Business Operations <b>MGT 2220</b> Principles of Supervision <b>MKT 1220</b> Sales/Retailing				
<b>Year 15 &amp; 16 Continue Courses in the area of specialization</b>									

\*\* Go to [www.catalog.ivcc.edu/autosubstitutions/](http://www.catalog.ivcc.edu/autosubstitutions/) to view allowed substitutions for required courses that may be offered as Dual Credit/Dual Enrollment at area high schools