

**SERVICE AREA: Business, Finance, Marketing and Management**



# MARKETING

In a world filled with information overload, there are great opportunities in careers that help organizations cut through the clutter and share their messages in distinctive ways. The federal Bureau of Labor Statistics projects careers in marketing will grow at an above-average pace. This sector has a wide range of opportunities across the spectrum of educational requirements.



### PATHWAYS IN THIS CLUSTER...

- » Marketing Communications
- » Marketing Management
- » Marketing Research
- » Merchandising
- » Professional Sales



### ...LEAD TO OCCUPATIONS AS:

- » Copywriter/Designer
- » E-Commerce Director
- » Entrepreneur
- » Field Marketing Representative
- » Interactive Media Specialist
- » Inventory Manager/Analyst
- » Merchandise Buyer
- » On-line Market Researcher
- » Public Relations Manager
- » Promotions Manager
- » Retail Marketing Coordinator
- » Sales Executive
- » Shipping/Receiving Clerk
- » Telemarketer
- » Trade Show Manager
- » Webmaster



### DIVE DEEPER INTO CAREER OPTIONS!

[www.dbqschools.org/  
career-exploration](http://www.dbqschools.org/career-exploration)

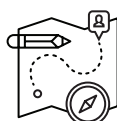
OR

**login to Kuder Navigator**

(the Dubuque Community School District's career information system)

This page is meant to guide student course selection based on career interest and is not a comprehensive list of courses required for graduation from high school or for all 2-year and 4-year college-bound students.

- For comprehensive 4-year course recommendations, review pages 33-35.
- For comprehensive graduation requirements, review page 4.



### CHART YOUR COURSES

The following high school courses can help prepare you for success in this field after high school. Everyone will have a career - not everyone will go to college. Start charting your courses with CAREER TRAINING and proceed to 2-YEAR-DEGREE and 4-YEAR DEGREE based on your post-secondary plans.

#### CAREER TRAINING

**Recommended Courses:**

- ART113 Art 2D
- ART223 Photography 1
- BUS111 Introduction to Business
- BUS121 Computer Essentials
- BUS441 Marketing & Sales/Advertising
- ISS121 Multimedia
- ISS221 Video Production
- WBL300 Employability Skills with Job Shadowing
- WBL401 Internship

**Suggested Extension Courses:**

- ENG371/372 Yearbook
- ENG381/382 Newspaper



#### 2-YEAR DEGREE

**Recommended Courses:**

- ART211/212 Advanced Art 2D
- ART217/218 Art 2D Portfolio
- ART233 Photography 2: Advanced
- ART623 Photography 3: Portfolio
- ENG371/372 Yearbook
- ENG381/382 Newspaper
- ENG641 Composition I
- ENG643 Public Speaking
- MTH271/272 Algebra II

*plus recommended CAREER TRAINING courses*

**Suggested Extension Courses:**

- ENG644 Composition II
- plus suggested CAREER TRAINING courses*



#### 4-YEAR DEGREE +

**Recommended Courses:**

- ENG644 Composition II
- MTH361 Foundations of College Math
- MTH362 Math for Liberal Arts
- MTH521/522 AP Statistics

*plus recommended CAREER TRAINING and 2-YEAR DEGREE courses*

**Suggested Extension Courses:**

- ISS131 Computer Science Principles I
- ISS132 Computer Science Principles II
- MTH331/332 Pre-Calculus with Trigonometry

*plus suggested CAREER TRAINING and 2-YEAR DEGREE courses*