

Marketing Program of Study

Marketing



A program of study serves as a guide, along with other career planning materials, as learners continue along a career path. Courses listed are only recommended coursework and should be individualized to meet each learner's educational and career goals.

Ultimately, a program of study should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements. Additional career exploration opportunities should also be offered at upper elementary grade levels to promote higher engagement and learner focus in subsequent years. Student Success Plans outlining career goals should be utilized through the advisement process.

Requires on-the-job training or industry-recognized credential

- Advertising Agent
- Insurance Sales Agent
- Real Estate Agent
- Real Estate Broker
- Retail Sales Associate
- Sales Clerk
- Sales Assistant
- Travel Agent

Requires an associate degree

- Digital Marketing Assistant
- Event Marketer
- Market Research Assistant
- Media Assistant
- Public Relations Assistant

Requires a bachelor's degree

- Account Manager
- Advertising Manager
- Director of Sales
- Market Research Analyst
- Marketing Specialist
- Marketing Manager
- Chief Marketing Officer
- Public Relations Specialist
- Sales Manager

Sample occupations



Course examples

Career Exploration (22151A001)

Career Exploration courses help students identify and evaluate personal goals, priorities, aptitudes, and interests with the goal of helping them make informed decisions about their careers. These courses expose students to various sources of information on career and training options and may also assist them in developing job search and employability skills.

Business and Technology Concepts (12001A001)

This orientation-level course will provide an overview of all aspects of business marketing and management, including the concepts, functions, and skills required for meeting the challenges of operating a business in a global economy. Topics covered will include the various forms of business ownership, including entrepreneurship, as well as the basic functional areas of business (finance, management, marketing, administration, and production). Students will be introduced to a wide range of careers in fields, such as accounting, financial services, information technology, marketing, and management. Emphasis will be placed on using the computer while studying applications in these careers along with communication skills (thinking, listening, composing, revising, editing, and speaking), math, and problem solving. Business ethics as well as other workplace skills will be taught and integrated within this course. This course is not intended to meet the consumer education requirement, but rather to provide preparation for the skill level courses that make up the Business, Marketing, and Management occupations programs.

Computer Concepts and Software Applications (10004A001)

Computer Concepts and Software Applications is an orientation-level course designed to develop awareness and understanding of application software and equipment used by employees to perform tasks in business, marketing, and management. Students will apply problem-solving skills to hands-on, real-life situations using a variety of software applications, such as word processing, spreadsheets, database management, presentation software, and desktop publishing. Students will explore topics related to computer concepts, operating systems, telecommunications, and emerging technologies. The development of employability skills, as well as transition skills, will be included in the course as well as an understanding of the ethical considerations that arise in using information processing equipment and gaining access to available databases.

Introductory Business (12051A001)

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts, such as banking and finance; the role of government in business, consumerism credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.

Advanced Marketing (12151A001)

Advanced Marketing courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include, but are not limited to, market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.

Social Media Marketing (12169A001)

Social Media Marketing courses address social media as a marketing tool and emphasize social media tools, social media messages, and search engine optimization. Topics may include, but are not limited to, marketing information management, including marketing research; market planning; channel management; sales; promotion; product/service management; and pricing.

Marketing Workplace Experience (00948A001)

Marketing Workplace Experience courses provide students with work experience in fields related to marketing. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, that involve further study of the field, discussion of relevant topics that are responsive to the workplace experience, and employability skill development. Workplace Experience courses must be taught by an approved work-based learning educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs, including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.

Full sequence

	Grade	English	Math	Science	Social Studies	Required Courses, Electives, and Learner Activities	Career and Technical Courses
Middle School	7	ELA 7	Math 7	Science 7	Social Studies 7		Career Exploration
	8	ELA 8	Math 8	Science 8	Social Studies 8		Business and Technology Concepts
Secondary	9	ELA 9	Algebra I	NGSS Aligned Science 9	U.S. History	All programs of study should meet local and state high school graduation requirements and college entrance requirements. Participation in a Career and Technical Student Organization is also important for developing appropriate skills and competencies.	Computer Concepts and Software Applications*
	10	ELA 10	Geometry	NGSS Aligned Science 10	World History or Economics		Introductory Business*
	11	ELA 11	Algebra II	Biology*	U.S. Government*		Advanced Marketing*
	12	Transitional English or English Composition*	TM QL & Statistics, College Algebra or Calculus*	Physics*	Microeconomics* or Macroeconomics*		Social Media Marketing* Marketing Workplace Experience
Postsecondary	13	English Composition†	General Education Statistics**†	Science†	Psychology**† Macroeconomics**†	All programs of study should meet learner's career goals with regard to required degrees, licenses, certifications, or journey worker status. Participation in appropriate student organizations is also important for developing appropriate skills and competencies.	Continue required courses in learner's chosen area of specialization to complete the desired certification and/or credential.
	14	Oral Communication†	Mathematics for Elementary Teach I & II†		Microeconomics**†		
	15	Continue courses in learner's chosen area of specialization.					
	16						

* AP/dual credit opportunities

** Skip to next course in sequence if accomplished through credit transfer opportunity

† Postsecondary course affiliated with Illinois Articulation Initiative Code

Additional opportunities

Early career opportunities learning about work

- Career Planning
- Career Fairs
- Industry Speakers
- Informational Interviews
- Career Presentations
- Worksite Tours
- Cooperative Education
- Job Shadow
- Simulated Skill Development
- Other

Credit Transfer and WBL opportunities

- Dual Enrollment/Dual Credit
- Advanced Placement
- Articulated Credit
- Career-Related Service Learning
- School-Based Enterprise
- Student-Led Enterprise
- Project-Based Learning
- Internships
- Apprenticeships (e.g., youth, pre-registered, non-registered, research)
- Other

Industry-recognized credentials

- Certification
- License
- Other

Student organizations

- Business Professionals of America
- Educators Rising
- Future Business Leaders of America
- Family, Career and Community Leaders of America
- National FFA Organization (Illinois Association FFA)
- Future Health Professionals
- Illinois Distributive Education Clubs of America
- Science Olympiad
- Skills USA Illinois
- Technology Student Association
- Other
- Team-Based Challenge