



Marketing, Sales and Services Career Cluster



Name: _____ Learner ID: _____

School/College/University: _____

This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each student's educational and career goals. All plans should meet high school graduation requirements as well as post-secondary admission requirements. Each program of study listed below may have specific admission requirements and/or recommended electives.

High School	Grade	English	Math	Science	Social Studies	Other Required Classes	Recommended Cluster Electives	
	9						Economics Mathematics Speech Written Communication Skills Oral communication Skills	
	10							
	11							
	12							
Recommended CVTC Career Activities: Career Tours, Program Events, Career Planning Workshops, and Student Shadow. Complete CVTC COMPASS pre-entry assessment to determine academic readiness and career skill preparedness.								
Chippewa Valley Technical College	Associate Degrees			Technical Diplomas and Short-Term Training Certificates				
	Marketing				Customer Service Representative Human Resource Marketing Management Professional Business Communications Successful Project Planning Certificate			
Careers	Employment Options				Four-Year College Credit Transfer Opportunities			
	<ul style="list-style-type: none"> • Entrepreneur • Operations Manager • Office Administrator • Office Coordinator • Human Resource Manager • Personnel Manager • Benefits Manager 		<ul style="list-style-type: none"> • Recreation Sales • Advertiser • Marketing Manager • Professional Seller • Entrepreneur • Human Resources Specialist • Line Supervisor • Office Manager • Employee Relations Specialist • Training Specialist 		<ul style="list-style-type: none"> • Market Researcher • Manager • Sales Manager • Marketing Logistics (physical distribution) • Purchaser • Media Coordinator • Client Service Representative • Event Planner • Trade Show Planner • Copywriter • E-marketing (Internet and Website) 		<ul style="list-style-type: none"> -Cardinal Stritch University -Franklin University -Lakeland College -Upper Iowa University -UW-Platteville -UW-Stout -UW-Whitewater 	

Visit www.cvtc.edu for more information.