Program of study for:
Marketing Management

Racine Unified School District
Case, Horlick and Park High Schools
Career Cluster: Marketing

This program of study plan should serve as a guide in the development of a secondary/post-secondary pathway. Courses listed within this plan are only recommended and are indicative of the courses needed to complete a pathway.

<table>
<thead>
<tr>
<th>EDUCATION LEVEL</th>
<th>GRADE</th>
<th>ENGLISH/LANGUAGE ARTS</th>
<th>MATH</th>
<th>SCIENCE</th>
<th>SOCIAL STUDIES/SCENICES</th>
<th>CAREER AND TECHNICAL COURSES CENTRAL TO THIS PATHWAY</th>
<th>College Placement Assessments Academic/Career Advisement Provided (ACT, SAT, etc.)</th>
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</thead>
<tbody>
<tr>
<td>SECONDARY</td>
<td>9</td>
<td>Freshman English</td>
<td>Algebra 1</td>
<td>Lab Science</td>
<td>US History</td>
<td>Keyboarding (3210)</td>
<td>Co-Op Marketing Education (3235)</td>
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<td>10</td>
<td>Sophomore English</td>
<td>Geometry</td>
<td>Biology</td>
<td>World History</td>
<td>Introduction to Business (3220)</td>
<td>Retailing (D/TC) (3229)</td>
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<td>12</td>
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<td></td>
<td></td>
<td>Introduction to Marketing (AS) (3227)</td>
<td>Co-Op Marketing Education (3235)</td>
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</table>

Career Interest Inventory Administered and Program of Study Initiated for all learners

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<tbody>
<tr>
<td></td>
<td>English Elective</td>
<td>Statistics or</td>
<td>Economics Intro to</td>
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<td></td>
<td>and/or Speech</td>
<td>PreCalculus</td>
<td>Psychology (YO)</td>
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<td>Physics (AS)</td>
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AP = Advanced Placement, D/TC = Dual/Transcripted Credit, YO =Youth Options, AS = Advanced Standing

CAREER AND TECHNICAL EDUCATION COURSES, ELECTIVES, AND STUDENT ORGANIZATIONS RELATED TO THE PATHWAY

◆DECA
◆Cooperative Education
◆Career Development Events
◆Service Learning
◆Course in Business & Marketing Education
◆World Languages
◆Other School Clubs or Activities that related to this pathway (FBLA, Key Club)
◆School Based Enterprise
◆Higher Expectations & Career Portfolio
◆Work Based Learning Activities

Find More Detailed Career Pathway & Post Secondary Information at:

For More Information See
www.racine.k12.wi.us/Teaching & Learning/Career & Technical Education
It is the policy of the Racine Unified School District, pursuant to s.118.13 Wis. Stats., and P19, that no person, on the basis of sex, race, color, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional or learning disability may be denied admission to any school in this District or be denied participation in, be denied the benefits of, or be discriminated against in any curricular, extracurricular, public services, recreational, or other program or activity.

This policy also prohibits discrimination under related Federal Statutes, including Title VI of the Civil Rights Act of 1964 (race and national origin), Title IX of the Education Amendments of 1972 (sex), and section 504 of the Rehabilitation Act of 1973 (handicap).

If any person believes the Racine Unified District or any part of the school organization has inadequately applied the principals and/or regulations of s.118.13 Wis. Stats./P19 and Title VI (race, national origin), and/or Title IX (sex), and/or Section 504 (handicap) or in some way discriminates against pupils on the basis of sex, race, religion, color, national origin, ancestry, creed, pregnancy, mental,emotional or learning disability or handicap, she/he may bring forward a complaint to the

District Equity Coordinator
Racine Unified School District
3109 Mt. Pleasant Street, Racine, WI 53404

Form 3206/Marketing Management/0513 Contact CTE Office for more copies