



# Marketing Career Cluster

Pathway	OCCUPATIONS RELATING TO THIS CAREER CLUSTER
<b>Marketing Communications</b>	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Associate • Public Information Director • Interactive Media Specialist
<b>Marketing Management</b>	Database Manager • Customer Service Representative • Brand Manager • Director of Market Development • Marketing Services Manager • Planning Analyst
<b>Marketing Research</b>	Research Associate • Research Specialist • Market Research Manager • Strategic Planner • Research Analyst • Forecasting Manager • Marketing Strategist
<b>Merchandising</b>	Merchandise Buyer • Operations Manager • Retail Marketing Coordinator • Receiving Clerk • Visual Merchandise Manager • Department Manager • Sales Associate
<b>Professional Selling</b>	Account Executive • Broker • Manufacturer’s Representative • Field Representative • Sales Executive • Solutions Advisory • Client Relationship Manager

HIGH SCHOOL COURSE REQUIREMENTS				
English	Math	Science	Social Studies	Physical Education
Four units required to graduate; including literature, composition, and speech.	Three units required to graduate	Three units required to graduate.	Three units required to graduate.	One unit required to graduate.
Choices may include:	Choices may include:	Required Units:	Required Units:	Required Units:
<input type="checkbox"/> English 9      05071	<input type="checkbox"/> Algebra I      11031	<input type="checkbox"/> Physical Science      13030	<input type="checkbox"/> U.S. History      15085	<input type="checkbox"/> Physical Education 1 unit      08030
<input type="checkbox"/> English 10      05072	<input type="checkbox"/> Geometry      11120	<input type="checkbox"/> Biology      13020	<input type="checkbox"/> American Government ½ unit <b>AND</b> 15111	<b>OR</b>
<input type="checkbox"/> English 11      05073	<input type="checkbox"/> Advanced Algebra      11032	<input type="checkbox"/> One additional unit of Science	<input type="checkbox"/> Economics ½ unit      15060	<input type="checkbox"/> Physical Education ½ unit <b>AND</b> 08030
<input type="checkbox"/> English 12      05074		<b>OR</b>	<b>OR</b>	<input type="checkbox"/> Health ½ unit      18010
		<input type="checkbox"/> Biology      13020	<input type="checkbox"/> Problems of Democracy 1 unit      15201	
		<input type="checkbox"/> Chemistry      13031		
		<input type="checkbox"/> Physics      13042	<b>Additional units may include:</b>	
			<input type="checkbox"/> Civics	
			<input type="checkbox"/> Geography	
			<input type="checkbox"/> Psychology	
			<input type="checkbox"/> World History	

Career & Technical Education Electives		Extended Learning Opportunities	
Three units of foreign or Native American language, fine arts, or career and technical education are required to graduate.			
Marketing Education	Business Education	School-Based:	Community Based:
<input type="checkbox"/> Principles of Marketing      04080	<input type="checkbox"/> Communication Technologies      14028	<input type="checkbox"/> DECA	<input type="checkbox"/> Mentorship
<input type="checkbox"/> Marketing I      04210	<input type="checkbox"/> Management I      14231	<input type="checkbox"/> FBLA	<input type="checkbox"/> Volunteer
<input type="checkbox"/> Marketing II      04215	<input type="checkbox"/> Management II      14232	<input type="checkbox"/> FCCLA	<input type="checkbox"/> Part-time Employment
<input type="checkbox"/> Management      04223	<input type="checkbox"/> Entrepreneurship      14111	<input type="checkbox"/> SkillsUSA	<input type="checkbox"/> Service-Learning Project
<input type="checkbox"/> Principles of Sports and Entertainment Marketing      04239	<input type="checkbox"/> Operations Management      14234	<input type="checkbox"/> TSA	<input type="checkbox"/> Job Shadow
<input type="checkbox"/> Sports and Entertainment Marketing      04240		<input type="checkbox"/> FFA	<input type="checkbox"/> Internship
<input type="checkbox"/> International Marketing      04310		<input type="checkbox"/> Career Research	
<input type="checkbox"/> School-Based Enterprise      04290	<b>Trade, Industry &amp; Technical Education</b>		<input type="checkbox"/> Cooperative Work Experience
<input type="checkbox"/> Principles of Finance      04081	<input type="checkbox"/> Parts & Merchandise Management      17035		
<input type="checkbox"/> Business Finance      04082			
<input type="checkbox"/> Principles of Entrepreneurship      04110			
<input type="checkbox"/> Entrepreneurship      04111			
<input type="checkbox"/> Social Media Marketing      04235			

### North Dakota Marketing Related Postsecondary Programs

Pathway	Certificate or Associate's Degree	Bachelor's Degree	Master's Degree or More
<b>Marketing Communications</b>	<input type="checkbox"/> Advertising and Marketing (DCB) <input type="checkbox"/> Information & Communications Technology (NDSCS) <input type="checkbox"/> Mass Communication (BSC)	<input type="checkbox"/> Communication (UM, UND) <input type="checkbox"/> Management Communication (NDSU)	<input type="checkbox"/> Communication (UND)
<b>Marketing Management</b>	<input type="checkbox"/> Advertising & Marketing (DCB) <input type="checkbox"/> Business Management (MaSU, NDSCS, RC, WSC) <input type="checkbox"/> Management (BSC) <input type="checkbox"/> Management Entrepreneurship (BSC) <input type="checkbox"/> Marketing (DSU, LRSC, RC) <input type="checkbox"/> Marketing/Supervision (LRSC, NDSCS) <input type="checkbox"/> Marketing and Management transfer (DCB)	<input type="checkbox"/> Business Management (RC) <input type="checkbox"/> Hospitality & Tourism Management (NDSU) <input type="checkbox"/> International Entrepreneurship (TBC) <input type="checkbox"/> Management (MiSU, NDSU) <input type="checkbox"/> Marketing (MiSU, NDSU, RC, UM, UND) <input type="checkbox"/> Sport Management (MaSU, NDSU, UM) <input type="checkbox"/> Supply Chain and Logistics Management (RC)	<input type="checkbox"/> Management (MiSU) <input type="checkbox"/> Sport Management (MiSU) <input type="checkbox"/> Supply Chain Management (NDSU)
<b>Marketing Research</b>		<input type="checkbox"/> International Entrepreneurship (TBC)	
<b>Merchandising</b>		<input type="checkbox"/> Apparel, Retail Merchandising, & Design (NDSU) <input type="checkbox"/> Operations and Supply Chain Management (UND)	<input type="checkbox"/> Merchandising (NDSU)
<b>Professional Selling</b>	<input type="checkbox"/> Entrepreneurship (NHSC, NDSCS, TMCC) <input type="checkbox"/> Marketing, Sales and Hospitality Services (NDSCS) <input type="checkbox"/> Sales (NDSCS, VCSU)	<input type="checkbox"/> Entrepreneurship (MiSU, UND)	

### North Dakota Postsecondary Institutions Offering Marketing Related Programs

<b>BSC</b>	Bismarck State College	<a href="http://www.bismarckstate.edu">www.bismarckstate.edu</a>	<b>NHSC</b>	Nueta Hidatsa Sahnish College	<a href="http://nhsc.edu">http://nhsc.edu</a>
<b>CCCC</b>	Cankdeska Cikana Community College	<a href="http://www.littlehoop.edu">www.littlehoop.edu</a>	<b>RC</b>	Rasmussen College	<a href="http://www.rasmussen.edu">www.rasmussen.edu</a>
<b>DCB</b>	Dakota College at Bottineau	<a href="http://www.dakotacollege.edu">www.dakotacollege.edu</a>	<b>UTTC</b>	United Tribes Technical College	<a href="http://www.uttc.edu">www.uttc.edu</a>
<b>DSU</b>	Dickinson State University	<a href="http://www.dickinsonstate.edu">www.dickinsonstate.edu</a>	<b>UM</b>	University of Mary	<a href="http://www.umary.edu">www.umary.edu</a>
<b>LRSC</b>	Lake Region State College	<a href="http://www.lrsc.edu">www.lrsc.edu</a>	<b>UND</b>	University of North Dakota	<a href="http://www.und.edu">www.und.edu</a>
<b>MiSU</b>	Minot State University	<a href="http://www.minotstateu.edu">www.minotstateu.edu</a>	<b>VCSU</b>	Valley City State University	<a href="http://www.vcsu.edu">www.vcsu.edu</a>
<b>NDSCS</b>	ND State College of Science	<a href="http://www.ndscs.edu">www.ndscs.edu</a>	<b>WSC</b>	Williston State College	<a href="http://www.willistonstate.edu">www.willistonstate.edu</a>
<b>NDSU</b>	ND State University	<a href="http://www.ndsu.edu">www.ndsu.edu</a>			