



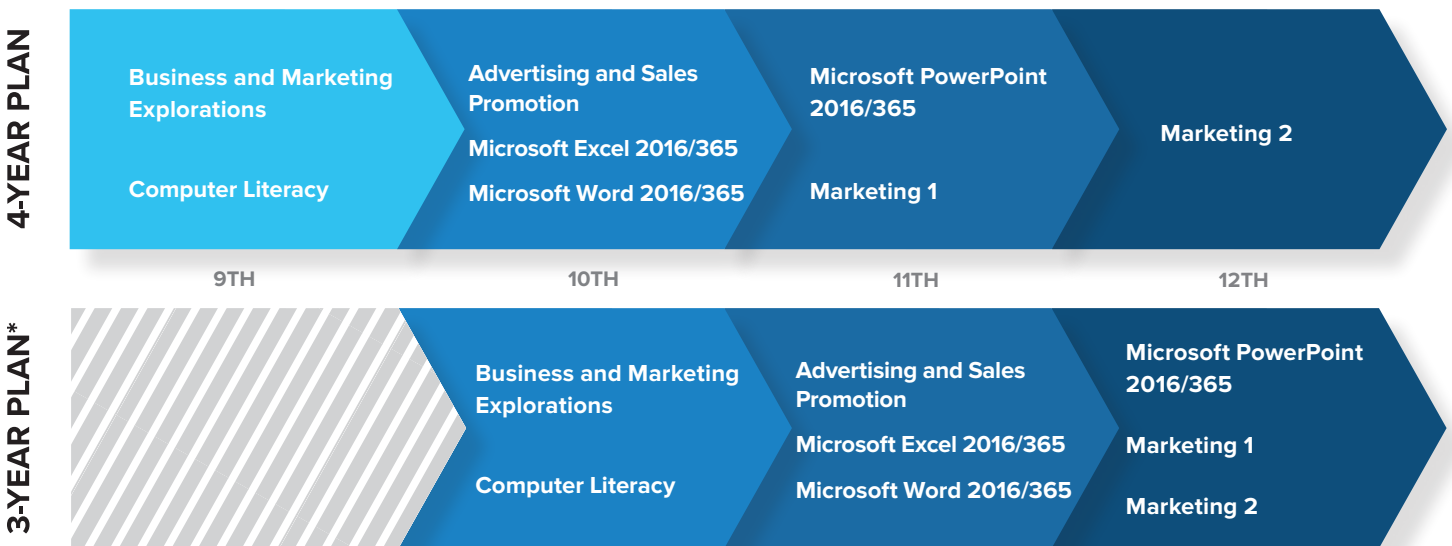
Your Student's Head Start on Career Goals and College Aspirations



MARKETING MARKETING COMMUNICATIONS PATHWAY

The Destinations **Marketing Communications Pathway** prepares students to work in careers where they plan, coordinate, and implement marketing strategies, advertising, promotion, and public relations activities.

SAMPLE COURSE PROGRESSION



Possible Careers**

- Account Executive
- Contract Administrator
- Copywriter
- Creative Director
- Customer Service Representative
- Interactive Media Specialist
- Media Buyer/Planner
- Public Relations Manager
- Research Specialist
- Sales Promotion Manager

Some careers require a college education and other certifications that are not part of this program.

Industry-Recognized Credentials

The Destinations Marketing Communications Pathway prepares students for the:

- National Occupational Competency Testing Institute (NOCTI) Advertising and Design Job Ready Assessments
- A*S*K Fundamental Marketing Concepts Exam
- Microsoft Office Certifications

Success Beyond High School

Graduates from the Destinations Marketing Communications Pathway may pursue:

- Associate's degree in marketing
- Bachelor's degree in marketing

DID YOU KNOW? **

**PUBLIC RELATIONS MANAGER
CAN EARN**

\$111,280/YR

**10% JOB GROWTH
EXPECTED BY 2026**

**COPYWRITER
CAN EARN**

\$61,820/YR

**8% JOB GROWTH
EXPECTED BY 2026**

*Program may be accelerated depending on student goals and abilities and course availability.

**Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*. Website last modified date: Friday, April 13, 2018.



MARKETING

MARKETING COMMUNICATIONS PATHWAY

COURSE DESCRIPTIONS

BUSINESS AND MARKETING EXPLORATIONS

In this course, students explore basic concepts in the broad areas of business and marketing as well as career options in each area. In addition to studying concepts of entrepreneurship, accounting, and marketing, students explore these concepts on scales that range from a single person to nations. After exploring basic business and marketing concepts, students are then introduced to common industries within the marketing field. Students explore the advertising, sports and entertainment, restaurant management, and hospitality and tourism industries to examine their role in business and marketing.

COMPUTER LITERACY

In this introductory course, students become familiar with the basic principles of a personal computer, including the internal hardware, operating system, and software applications. Students gain practice in using key applications such as word processing, spreadsheet, and presentation software, as well as understanding social and ethical issues around the internet, information, and security. In the first part of the course, the focus is on the fundamentals: learning and using the applications, and understanding the basic roles and responsibilities of the software, hardware, and operating system. In the second part, the focus is on gathering and analyzing data, and using the right tools and methods to collect and present data.

ADVERTISING AND SALES PROMOTION

In this Advertising and Sales Promotion course, you'll learn how marketing campaigns, ads, and commercials are conceived and brought to life. You'll meet some of the creative men and women who produce those memorable ads and commercials. And you'll discover career opportunities in the field to help you decide if a job in this exciting, fast-paced industry is in your future!

MICROSOFT EXCEL 2016/365

While completing projects, students learn how to use the program as well as why each step in the process is necessary. The course engages students in critical-thinking and problem-solving skills to create their own solutions using Microsoft Excel. For instance, students learn how to use Excel worksheets for many purposes and work with trend-lines, pivot tables, and slicers. Students have the opportunity to learn about cloud and web technologies.

MICROSOFT WORD 2016/365

While completing projects, students learn how to use the programs as well as why each step in the process is necessary. The course engages students in critical-thinking and problem-solving skills to create their own solutions using Microsoft Word. For instance, students learn how to create a variety of documents and use a variety of document collaboration and integration tools. Students have the opportunity to learn about cloud and web technologies.

MICROSOFT POWERPOINT 2016/365

While completing projects, students learn how to use the programs as well as why each step in the process is necessary. The course engages students in critical-thinking and problem-solving skills to create their own solutions using Microsoft PowerPoint. For instance, students learn how to employ PowerPoint presentations for a range of academic and professional purposes and how to integrate external content into presentations. Students have the opportunity to learn about cloud and web technologies.

MARKETING 1

This course presents marketing as a set of skills and knowledge combined with economics, finance, and career planning to create strategic plans. Students learn the foundations and functions needed to successfully market goods, services, and ideas to consumers. While students study business, economics, selling, human relations, communications, logistics, promotion, product planning, and pricing, they are also presented with information to help them see marketing as its own career choice.

MARKETING 2

This course continues presenting marketing as a set of skills and knowledge combined with economics, finance, and career planning to create strategic plans. Students learn the foundations and functions needed to successfully market goods, services, and ideas to consumers. While students study business, economics, selling, human relations, communications, logistics, promotion, product planning, and pricing, they are also presented with information to help them see marketing as its own career choice.

CA-1610-F50

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