

**Cluster – Marketing, Sales and Service**  
**Pathway –Marketing Research**  
**Program of Study – Marketing Technology**

**Sample Plan of Study**

	9 <sup>th</sup> Grade	10 <sup>th</sup> Grade	11 <sup>th</sup> Grade	12 <sup>th</sup> Grade
<b>Smart Core</b>	English I or Pre-AP	English II or Pre-AP	English III or AP	English IV or AP
	Algebra I or Geometry	Geometry or Algebra II	Algebra II or Trigonometry Pre- AP Calculus	AP Calculus College Algebra AP Statistics
	Physical Science	Biology Pre-AP Chemistry Applied Biology/Chemistry	Chemistry Physics Principles of Technology	AP Biology AP Chemistry AP Physics Earth & Space Science
	Civics	World History	US History	Economics
<b>Foundation Courses</b> Career Orientation Computer Technology Keyboarding  <b>Graduation Requirements</b> English 4 units Math 4 units Science 3 units Social Studies 3 units Fine Arts ½ unit Health and Safety ½ unit Oral Communication ½ unit Physical Education ½ unit Career Focus 6 units  <b>Arkansas Challenge</b> Foreign Language 2 units	<b>Program of Study Support Courses</b> EAST/Workforce Technology Internship Workplace Readiness  <b>Support Courses</b> Foreign Language Word Processing  <b>Extended Learning Opportunities</b> DECA – An Association of Marketing Students Jobs for Ark Grads (JAG) Job Shadowing	<b>Marketing, Information Management &amp; Research Core Courses</b> Marketing Computerized Business Applications or Computer Applications I & II Marketing Management or Marketing/WBL  <b>Marketing, Information Management &amp; Research Electives</b> none  <b>Marketing, Information Management &amp; Research Industry Certifications</b> WISE Financial Literacy  <b>Related Programs of Study</b> Entrepreneurship		
<b>Postsecondary Opportunities</b>				
<b>Major</b>	<b>Postsecondary School</b>		<b>Certificate/Degree Program</b>	
Business & Marketing Technology	UCA Conway		Bachelor's, Master's	
Marketing	UA Little Rock UCA Conway ASU Jonesboro SAU Magnolia UA Fayetteville		Bachelor's	
Marketing & Management	UA Fayetteville ATU Russellville		Certificate & Bachelor's	
Entrepreneurship	ASU Beebe EACC Forrest City NAC Harrison NWACC Bentonville OTC Malvern SACC El Dorado SEAC Pine Bluff SAUT Camden UA CC Batesville		Certificate	

	UA Fayetteville	Graduate Certificate
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