



Business,
Marketing and
Finance

2021-2022

Business Marketing
Business and Industry Endorsement
Program of Study: Marketing & Sales
Young Women's Leadership Academy at Arnold

Grade	ELA	Math	Science	Social Studies	Required CTE Courses	Potential Certification Opportunities
9th	English 1	Algebra 1	Biology	World Geography or AP Human Geography	Principles of Business, Marketing & Finance (1 Credit)	<ul style="list-style-type: none"> OSHA General Cyber Safety Career Essentials: Customer Service Career Safe: Employability Microsoft Office Specialist (MOS) Outlook
10th	English 2	Geometry	Chemistry or OnRamps Chemistry	World History, AP World History, or Political Science	Social Media Marketing/ Advertising (1 Credit)	<ul style="list-style-type: none"> Microsoft Office Specialist (MOS) PPT Microsoft Office Specialist (MOS) Excel Microsoft Office Specialist (MOS) Word
11th	English 3	Algebra II	Physics, AP Physics, AP Chemistry, or OnRamps Physics	U.S. History, AP US History, or OnRamps US History	Advanced Marketing (2 Credits)	<ul style="list-style-type: none"> Customer Service Representative Level 1 Certificate (18 Hours)
12th	Business English, or Approved CTE 4 th year English	Financial Mathematics, or Approved CTE 4 th year Math	Principles of Technology, or Approved CTE 4 th year Science	Government _____ Economics	Practicum in Business Marketing (2 Credits)	<ul style="list-style-type: none"> Real Estate Sales Agent License

Student Organizations	Additional Required Electives
DECA Skills USA NTHS	Fine Arts Health Foreign Language Physical Education

Dual Credit Offerings	Additional Recommended Electives
Government Biology Calculus Spanish Literature Spanish Language Economics Physics Computer Science English Literature English Language	Computer Science On-Ramps (1 Credit) Robotics (1 Credit) Entrepreneurship (1 Credit) Principles of Arts, A/V Technology & Communications (1 Credit)

Sample Career Opportunities	High School	On the Job Training	Certificate	Associates Degree	Bachelor's Degree	Advanced College Degree	Average Annual Salary	Possible Majors for this Pathway
Financial Analysts					X	X	\$85,660—\$167,420	<ul style="list-style-type: none"> Financial Advising Accounting Project Management Marketing Management Actuary Studies Construction Management Logistics Bookkeeping Business Development Management Business Operations Human Resources Management Economics
Budget Analysts					X	X	\$76,540—\$116,510	
Financial Managers					X	X	\$129,890—\$208,000	
Accountants and Auditors			X	X	X	X	\$71,550—\$124,450	
Personal Financial Advisors			X	X	X	X	\$87,850—\$208,000	
Securities, Commodities, and Financial Services Agent			X	X	X	X	\$62,270—\$204,130	
Cost Estimators				X	X	X	\$65,250—\$111,350	
Actuary			X	X	X	X	\$108,350—\$193,600	
Construction Managers				X	X	X	\$95,260—\$164,790	
Operations Research Analysts					X	X	\$84,810—\$140,790	
Economist					X	X	\$105,020—\$185,020	