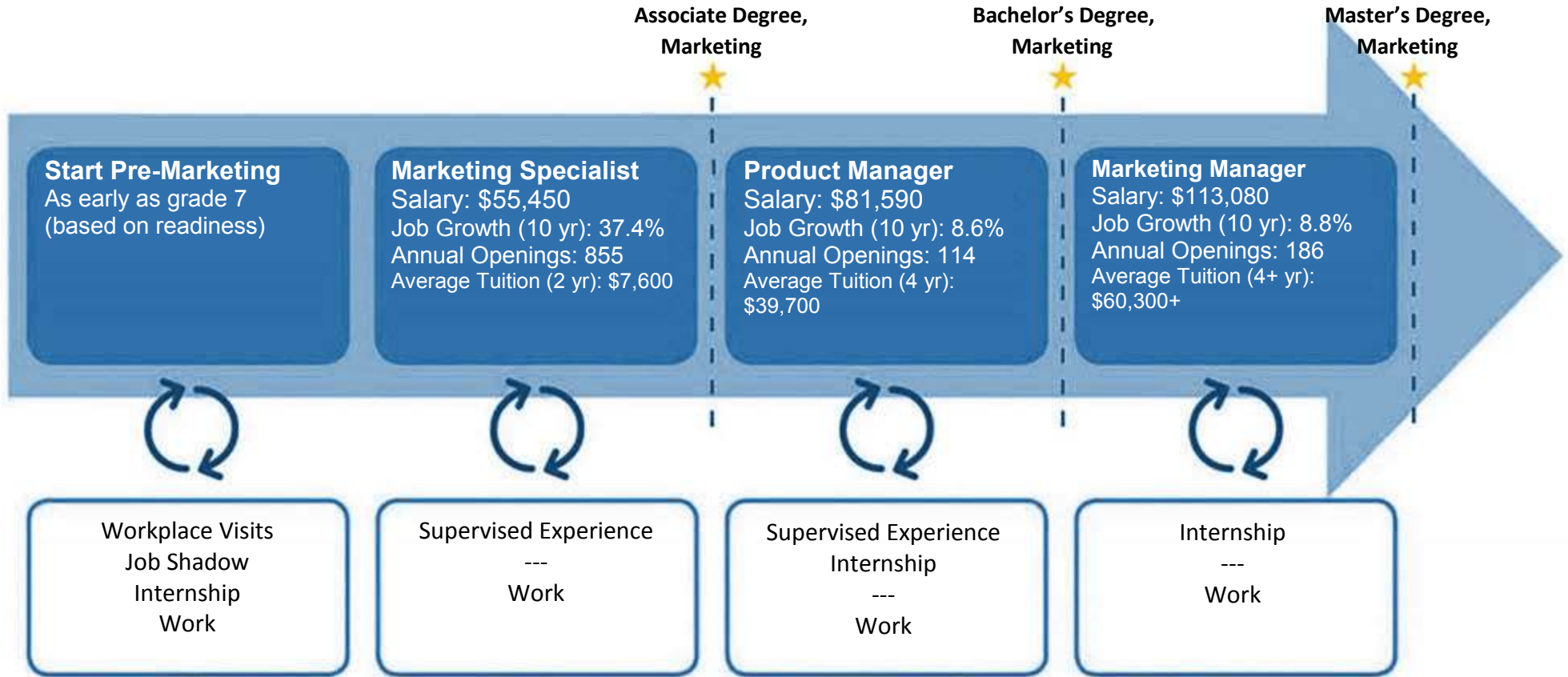




# Marketing Pathway Model



Provided by middle schools, high schools, employers, Ohio Tech Centers, and Colleges.

**Preparing students for multiple options after high school:**  
gainful employment and/or post-secondary study.



**Courses with Secondary & Post-Secondary Credits**

<b>Secondary</b>	<b>7 8</b>	English	Algebra I	Science	Social Studies	Fine Arts			
	<b>9 10</b>	English	Geometry	Biology	US History	Health (.5) PE (.5)	Business Foundations	Marketing Principles	Marketing Applications
	<b>11</b>	English	Algebra II	Chemistry	US Gov't & Economics	Foreign Language	Management Principles	Marketing Research	
	<b>12</b>	English	Trigonometry	Physics	Psychology	Foreign Language	Strategic Entrepreneurship	Marketing Capstone	
<b>Post-Secondary</b>	<b>Year 1 1st Semester</b>	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar		
	<b>Year 1 2nd Semester</b>	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History	
	<b>Year 2 1st Semester</b>	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting			
	<b>Year 2 2nd Semester</b>	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		

High School CTE Program Courses
High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses
Required Courses
Recommended Electives

