

RCAS Cluster Plan of Study:

MARKETING SALES AND SERVICE

Planning, managing, and performing marketing activities to reach organizational objectives.

<p>Activities that describe what I like to do:</p> <ul style="list-style-type: none"> • Shop and go to the mall • Be in charge • Make displays and promote ideas • Give presentations and enjoy public speaking • Persuade people to buy products or to participate in activities • Communicate my ideas to other people • Take advantage of opportunities to make extra money 	<p>Personal qualities that describe me:</p> <ul style="list-style-type: none"> • Enthusiastic • Competitive • Creative • Self-motivated • Persuasive 	
<p>9th Grade Required Core Courses:</p> <ul style="list-style-type: none"> • English 9 • Integrated Math 1 • Physical Science 1 & 2 or Biology 1 & 2 • World Geography <p>10th Grade Required Core Courses:</p> <ul style="list-style-type: none"> • English 10 / Adv. English 10 • Integrated Math 2 • Any physical science, Biology 1 & 2 • World History <p>11th Grade Required Core Courses:</p> <ul style="list-style-type: none"> • English 11 / Adv. English 11 / AP English 11 • Integrated Math 3 • Chemistry or Physics • U.S. History 1, 2, 3 <p>12th Grade Required Core Courses:</p> <ul style="list-style-type: none"> • English 12 / AP English 12 • Integrated Math 3 • U.S. Government <p>Other Required Courses:</p> <ul style="list-style-type: none"> • Information Technology (1 credit) • Fine Arts (1 credit) • Physical Education / Health (1 credit) • Economics or Personal Finance (.5 credit) • World Language, Capstone Experience or Service Learning, or Approved Career and Technical Education (1 credit) 	<p>Recommended Cluster Electives:</p> <ul style="list-style-type: none"> • Sports & Entertainment Marketing • Computer Applications • Advanced Computer Applications • Web Publishing and Design • Advanced Web Publishing and Design • Computer Graphics • Multimedia Design • Commercial Art • Introduction to Business • Personal Finance • Entrepreneurship • Desktop Publishing • Commercial Graphic Design <p>Other Recommended Electives:</p> <ul style="list-style-type: none"> • Youth Internship • Economics • Psychology • Sociology • World Languages 	<p>Careers in this Cluster:</p> <p>Sales Associate Interior Designer Marketing Customer Service Rep Store / Sales Manager</p> <p>Post-Secondary Programs in this Cluster:</p> <p><u>Associates Degree:</u> Retail Management</p> <p><u>Baccalaureate Degree:</u> Marketing Public Relations Management</p>
<p align="center">Interest, Aptitude and Achievement Inventories</p> <p>Career Matchmaker (8th-12th grade); Ability Profiler (10th grade); PLAN (10th grade); Learning Styles Inventory (10th – 11th grade); My Skills (10th – 12th grade); Armed Services Vocational Aptitude Battery – ASVAB (11th & 12th grade); PSAT (11th grade); ACT or SAT (11th – 12th grade)</p>		