



Career Plan of Study

Marketing/Year _____

Marketing Assistant

Learner Name _____

Date _____

Learner Signature _____

Advisor Signature _____

Parent/Guardian Signature (if required) _____

Student Status Secondary Post-Secondary

Recommended Course Sequence	Grade	Start Date	Date complete	Hours					
Fundamentals of Technology BT00182				120					
Customer Service BT00113				60					
Marketing Fundamentals BT00116				120					
Sales & Sales Promotions BT00021				60					
Business and Marketing Communications BT00101				60					
Advertising Strategies BT00070				120					
Career Major Capstone BT00110				120					
Business and Information Technology Education Employment Essentials BT00002				60					
TOTAL				720					

Career Enhancement	Work-Based Learning Options	Certifications	
		BrainBench Certifications	
	DECA Years _____ <small>(A = Active, NA = Not Active)</small>		
	____ Member ____ Committee Member		
	____ Officer ____ Committee Chair		
	____ State Competitions ____ National Competitions		
	Other:		
	OJT Site Date _____	Oklahoma Department of Career Tech Recommended Certifications	
Location _____			
Special Notes:			
<small>**High Plains Technology Center does not condone discrimination with regard to race, color, national origin, religion, gender, age, disability or veteran status in enrollment or employment, nor in the educational programs or activities which it operates.</small>			
*To earn a Completion Certificate, student must maintain an 80% in each course and pass required certification exams.			



Career Plan of Study

Marketing/Year: _____
Retail Management

Learner Name _____

Date _____

Learner Signature _____

Advisor Signature _____

Parent/Guardian Signature (if required) _____

Student Status ___ **Secondary** ___ **Post-Secondary**

Recommended Course Sequence	Grade	Start Date	Date Complete	Hours			
Intro to Business/Marketing BT00074				60			
Business & Marketing Communications BT00101				60			
Customer Service BT00026				60			
Marketing Fundamentals BT00116				120			
Entrepreneurship BT00075				120			
Product and Service Sales BT00073				60			
Buying and Merchandising BT00117				60			
Business Management and Supervision BT00022				120			
Career Major Capstone BT00110				120			
TOTAL				780			

Career Enhancement	Work-Based Learning Options	Certifications	
		BrainBench Certifications	
	DECA Years _____ <small>(A = Active, NA = Not Active)</small>		
	____ Member ____ Committee Member		
	____ Officer ____ Committee Chair		
	____ State Competitions ____ National Competitions		
	Other:		
	OJT Site Date _____	Oklahoma Department of Career Tech Recommended Certifications	
Location _____			
Special Notes:			
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Career Plan of Study

Marketing/Year: _____
Marketing Communications Associate

Learner Name _____

Date _____

Learner Signature _____

Advisor Signature _____

Parent/Guardian Signature (if required) _____

Student Status ___ **Secondary** ___ **Post-Secondary**

Recommended Course Sequence	Grade	Start Date	Date Complete	Hours			
Fundamentals of Technology BT00182				120			
Employment Essentials BT00002				60			
Customer Service BT00026				60			
Marketing Fundamentals BT00116				120			
Business and Marketing Communications BT00101				60			
Product & Service Sales BT00073				60			
Advertising Strategies BT00070				120			
Marketing Research BT00071				120			
Public Relations Marketing BT00069				120			
Career Major Capstone BT00110				120			
TOTAL				960			

Career Enhancement	Work-Based Learning Options		Certifications
			BrainBench Certifications
	<small>(A = Active, NA = Not Active)</small>		
	DECA Years _____		
	____ Member ____ Committee Member		
	____ Officer ____ Committee Chair		
	____ State Competitions ____ National Competitions		
	Other:		
OJT Site Date _____	Oklahoma Department of Career Tech Recommended Certifications		
Location _____			
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