



Business Administration in MARKETING Career Pathway

New North Region – Sheboygan Area School District

Your Academic and Career Plan (ACP) for this career pathway starts here...



Use this page to figure out which classes and activities you will take to prepare for this career pathway. Record your plan in XELLO.

Career and Technical Education Courses	<ul style="list-style-type: none"> • Introduction to Business • Microsoft Office Specialist • Marketing 	Start creating your professional network through CAREER EXPLORATION PROGRAMS . Record your experiences in XELLO.								
Other Recommended Courses	<ul style="list-style-type: none"> • Business/Marketing Co-Op • INCubatorEDU 	State: <ul style="list-style-type: none"> • WisConnect Regional: <ul style="list-style-type: none"> • FVTC Summer Camps • Virtual Career Events Local: <ul style="list-style-type: none"> • Inspire WI 								
Career and Technical Student Organization	<ul style="list-style-type: none"> • Wisconsin DECA Student Organization • Wisconsin Future Business Leaders of America (FBLA) Student Organization 									
Work-Based Learning Options	<ul style="list-style-type: none"> • Employability Skills (90 hrs) • Youth Co-Op - INSPIRE Sheboygan County • Youth Apprenticeship 									
Industry Recognized Credential Options	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;">Sales & Merchandising</td> <td style="width: 33%; text-align: center;">Communications</td> <td style="width: 33%; text-align: center;">Research</td> </tr> <tr> <td colspan="3" style="text-align: center;">Through Certiport and Testout students will gain Microsoft Office Specialist certification</td> </tr> <tr> <td style="text-align: center;">Marketing – Professional Sales (DWD) Marketing – Merchandising (DWD)</td> <td style="text-align: center;">Adobe Certified Professional (ACP)/Certiport Marketing – Communications (DWD)</td> <td style="text-align: center;">Google Ads Certifications Google Analytics Certifications Marketing – Research/Competitive Intelligence (DWD)</td> </tr> </table>		Sales & Merchandising	Communications	Research	Through Certiport and Testout students will gain Microsoft Office Specialist certification			Marketing – Professional Sales (DWD) Marketing – Merchandising (DWD)	Adobe Certified Professional (ACP)/ Certiport Marketing – Communications (DWD)
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<i>Italics = must be 18 years old to obtain</i>										
College Credit Opportunities	College Courses Offered at Your High School									
You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE .	Transcribed Credit	AP and/or IB Courses								
	<ul style="list-style-type: none"> • Web Development 1, Lakeshore Technical College • Programming Introduction, Lakeshore Technical College 	<ul style="list-style-type: none"> • Personal Finance, UW-Oshkosh • CAPP/Accounting, UW-Oshkosh 								
	College Courses You Can Take at a College Campus									
	Application Deadlines: October 1st: Spring Courses February 1st: Summer Courses (ECCP only) March 1st: Fall Courses									
	Start College Now	Early College Credit Program								
	<ul style="list-style-type: none"> • Lakeshore Technical College, Principles of Marketing • Lakeshore Technical College, Introductory Statistics • Moraine Park Technical College, Marketing Communications • Fox Valley Technical College, Business Law I 	<ul style="list-style-type: none"> • UW-Green Bay, Fundamentals of Public Address • UW-Green Bay, Fundamentals of Interpersonal Communication • Lakeland University, Introduction to Mass Media • UW-Oshkosh, Writing for the Media 								