

2008 - 2009 Program of Study - Secondary

Submitted by CTPD Name: _____

CTPD Number: _____

Secondary Program Information

School District Name: Jackson Local Schools
School District IRN: 049858
Building (location) Name: Jackson High School
Building (location) IRN: 017772

Career Field: Marketing
Pathway Name: Marketing Management
Program Name: Marketing Management
EMIS Subject Code: 040810
Local Program Name: Marketing Management

Specify Industry Credential Opportunities (if applicable): _____

| | | | | | | | | | Required or Elective Academic Course and Other Courses | | | | Career and Technical Education Courses | | | |
|-------|---------|------|--------------|------|-------------------|------|----------------|------|--|------|---------------------|------|--|----------|--|----------|
| Grade | English | Code | Math | Code | Science | Code | Social Studies | Code | Course | Code | Course | Code | CTE Course | Code | CTE Course | Code |
| 9 | Eng. 9 | RA | Alg. I | RA | Sci. Expl. w/ lab | RA | World Hist. | RA | For. Language | RE | Health/ P.E. | RA | Business-Tech Foundation | CT | | |
| 10 | Eng. 10 | RA | Geo. | RA | Bio. w/ lab | RA | Am. History | RA | | | For. Language/ P.E. | RE | Entrepren. | CT CC | Ethics for Bus. | CT CC |
| 11 | Eng. 11 | RA | Adv. Alg. | RA | Sci. Soc. w/ lab | RA | Pop Culture | RA | | | Studio Art 1 credit | RE | Marketing I | CT CC | Accounting I | CT CC |
| 12 | Eng. 12 | RA | Stats or FST | RA | Earth Sci. w/ lab | RA | Gov./Econ | RA | | | | | Marketing II | CT CC | <u>Internat. Bus.</u> Intro. To Law | CT CC |

Contact Person: Cindy Class

Title: Career Counselor

Phone: 330-837-3501

E-mail: ctc2jc@mail.jackson.sparcc.org

Date Completed _____

CODES (use all that apply)

RA: Required Courses

CT: Career-Technical Courses

RE: Recommended Electives

CT2: Eligible for CT2 Credit

CC: College Credit Opportunities based on articulation or dual/concurrent enrollment agreements

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: Stark State College
 College Major: (if applicable) Marketing & Mgmt Tech College Degree: (if applicable) AAB
 Specify Industry Credential Opportunities (if applicable): _____

Certificate, Adult and/or Apprenticeship Program: (if applicable) _____

Secondary Program Name: Marketing Technologies Secondary School Name: Jackson High School District Name: Jackson Local Schools

| | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code |
|--------------------------------|---------------------------------------|-------------------|--------------------------------------|-------------------|---|-----------|-------------------------------------|-------------------|------------------------------------|-------------------|--------------------------------|-----------|--------|------|--------|------|
| Year 1 1st Sem. | Business Administration BUS121 (4) | RT | Business Computer Apps BCA120 (4) | RT CC | Business Math BUS123(4) | RA | College Composition ENG124(3) | RA: | Effective Speaking COM121(3) | RA TAG | | | | | | |
| Year 1 2nd Sem. | Principles of Marketing MKT121(3) | RT TAG | Micro-economics BUS221(3) | RA TAG | Quantitative Business Statistics ACC127(4) | RA | Business Communication ENG230(3) | RA TAG | Financial Accounting ACC132(4) | RT TAG | | | | | | |
| Year 2 1st Sem. | Principles of Management MGT121(3) | RT | Macro-economics BUS122 (3) | RA TAG | Sales MKT221(3) | RT | Advertising MKT222(3) | RT | Managerial Accounting ACC133(4) | RT TAG | Consumer Behavior MKT227(3) | RT | | | | |
| Year 2 2nd Sem. | Market Planning MKT229(4) | RT | Market Research MKT233(3) | RT | Business to Business Marketing MKT228(3) | RT | Sociology SOC121(3) | RA TAG | Business Law & Ethics ACC130(3) | RT TAG | | | | | | |

Contact Person: Jerry Myers
Title: Department Chair/Associate Professor,
Phone: 330-494-6170 ext 4347
E-mail: jmyers@starkstate.edu

Page 2 Date Completed: 2/25/2009

CODES (use all that apply)

RT: Required Technical Courses **CT2:** Eligible for CT2 Credit
RA: Other Required Courses **TAG:** Eligible for TAG Credit
RE: Recommended Electives
CC: Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: Stark State College
 College Major: (if applicable) E-Commerce Marketing College Degree: (if applicable) AAB
 Specify Industry Credential Opportunities (if applicable): _____

Certificate, Adult and/or Apprenticeship Program: (if applicable) _____

Secondary Program Name: Marketing Technologies Secondary School Name: Jackson High School District Name: Jackson Local Schools

| | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code |
|--------------------------------|--|-------------------|---|-------------------|--|-------------------|------------------------------------|-------------------|------------------------------------|-------------------|--|-------------------|--------|------|--------|------|
| Year 1 1st Sem. | Business Administration BUS121(4) | RT | Business Computer Apps BCA120 (4) | RT CC | Business Math BUS123(4) | RA | College Composition ENG124(3) | RA | Effective Speaking COM121(3) | RA TAG | | | | | | |
| Year 1 2nd Sem. | Principles of Marketing MKT121(3) | RT TAG | Quantitative Business Statistics ACC127(4) | RA | Business Communication ENG230(3) | RA TAG | Financial Accounting ACC132(4) | RT TAG | Internet Design Tools ECA154(3) | RT | | | | | | |
| Year 2 1st Sem. | Principles of Management MGT 121(3) | RT | Micro-economics BUS221(3) | RA TAG | Internet Marketing MKT232(2) | RT | Advertising MKT222 (3) | RT | Managerial Accounting ACC133(4) | RT TAG | Microsoft Server Side Scripting ECA229(3) | RT | | | | |
| Year 2 2nd Sem. | Market Planning MKT229(4) | RT | Macro-economics BUS222(3) | RA TAG | Business to Business Marketing MKT228 (3) | RT | Client Side Scripting ECA225(3) | RT | Sociology SOC121(3) | RA TAG | Business Law & Ethics ACC130(3) | RT TAG | | | | |

Contact Person: Jerry Myers
Title: Department Chair/Associate Professor,
Phone: 330-494-6170 ext 4347
E-mail: jmyers@starkstate.edu

Page 3 Date Completed: 2/25/2009

CODES (use all that apply)

- RT:** Required Technical Courses
- RA:** Other Required Courses
- RE:** Recommended Electives
- CC:** Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)
- CT2:** Eligible for CT2 Credit
- TAG:** Eligible for TAG Credit

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: Stark State College
 College Major: (if applicable) _____ Sales Option _____ College Degree: (if applicable) AAB
 Specify Industry Credential Opportunities (if applicable): _____

Certificate, Adult and/or Apprenticeship Program: (if applicable) _____

Secondary Program Name: Marketing Technologies Secondary School Name: Jackson High School District Name: Jackson Local Schools

| | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code |
|--------------------------------|---------------------------------------|-------------------|--------------------------------------|-------------------|---|-----------|-------------------------------------|-------------------|-----------------------------------|-------------------|------------------------------------|-------------------|--------|------|--------|------|
| Year 1 1st Sem. | Business Administration BUS121(4) | RT | Business Computer Apps BCA120 (4) | RT CC | Business Math BUS123(4) | RA | College Composition ENG124(3) | RA | Effective Speaking COMM121 (3) | RA TAG | | | | | | |
| Year 1 2nd Sem. | Principles of Marketing MKT121(3) | RT TAG | Microeconomics BUS221(3) | RA TAG | Quantitative Business Statistics ACC127(4) | RA | Business Communication ENG230(3) | RA TAG | Financial Accounting ACC132(4) | RT TAG | | | | | | |
| Year 2 1st Sem. | Principles of Management MGT121(3) | RT | Microeconomics BUS221(3) | RA TAG | Sales MKT221(3) | RT | Managerial Accounting ACC133(4) | RT TAG | Consumer Behavior MKT227 (3) | RT | | | | | | |
| Year 2 2nd Sem. | Supervision MGT221(3) | RT | Supply Chain Management MKT226(3) | RT | Human Resource Management MGT224(3) | RT | Market Planning MKT229(4) | RT | Sociology SOC121(3) | RA TAG | Business Law & Ethics ACC130(3) | RT TAG | | | | |

Contact Person: Jerry Myers
Title: Department Chair/Associate Professor,
Phone: 330-494-6170 ext 4347
E-mail: jmyers@starkstate.edu

Page 4 Date Completed: 2/25/2009

CODES (use all that apply)

- RT:** Required Technical Courses
- RA:** Other Required Courses
- RE:** Recommended Electives
- CC:** Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)
- CT2:** Eligible for CT2 Credit
- TAG:** Eligible for TAG Credit

2008 - 2009 Program of Study - Postsecondary Semesters

Postsecondary Institution: Stark State College
 College Major: (if applicable) Logistics Option College Degree: (if applicable) AAB
 Specify Industry Credential Opportunities (if applicable): _____

Certificate, Adult and/or Apprenticeship Program: (if applicable) _____

Secondary Program Name: Marketing Technologies Secondary School Name: Jackson High School District Name: Jackson Local Schools

| | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code | Course | Code |
|--------------------------------|---------------------------------------|-------------------|--------------------------------------|-------------------|---|-----------|--|-------------------|------------------------------------|-------------------|------------------------|-------------------|--------|------|--------|------|
| Year 1 1st Sem. | Business Administration BUS121(4) | RT | Business Computer Apps BCA120 (4) | RT CC | Business Math BUS123(4) | RA | College Composition ENG124(3) | RA | Effective Speaking COMM121(3) | RA TAG | | | | | | |
| Year 1 2nd Sem. | Principles of Marketing MKT121(3) | RT TAG | Micro-economics BUS221(3) | RA TAG | Quantitative Business Statistics ACC127(4) | RA | Business Communication ENG230(3) | RA TAG | Financial Accounting ACC132(4) | RT TAG | | | | | | |
| Year 2 1st Sem. | Principles of Management MGT121(3) | RT | Micro-economics BUS221(3) | RA TAG | Supply Chain Management MKT226(3) | RT | Internet Marketing MKT232(2) | RT | Managerial Accounting ACC133(4) | RT TAG | Sociology SOC121(3) | RA TAG | | | | |
| Year 2 2nd Sem. | Market Planning MKT229(4) | RT | Market Research MKT233(3) | RT | Principles of Transportation MKT234(3) | RT | Introduction to Logistics MKT235(4) | RT | Business Law & Ethics ACC130(3) | RT TAG | | | | | | |

Contact Person: Jerry Myers
Title: Department Chair/Associate Professor,
Phone: 330-494-6170 ext 4347
E-mail: jmyers@starkstate.edu

Page 5 Date Completed: 2/25/2009

CODES (use all that apply)

RT: Required Technical Courses **CT2:** Eligible for CT2 Credit
RA: Other Required Courses **TAG:** Eligible for TAG Credit
RE: Recommended Electives
CC: Other College Credit Opportunities (based on articulation or dual/concurrent enrollment agreements with partner high school)