Burbank Unified School District

PROGRAM OF STUDY:

Industry Sector: Marketing Sales and Service Career Pathway: Retail Marketing

Levels	Grade	CTE Courses	English Language Arts	Math	Social Science	Science	Required Courses or Recommended Electives		Dual Enrollment	Articulated Courses (College)
Secondary	9		English 9	Alg 1, Geo, Alg 2	Health	Geo Science Biology	Physical Ed	Wrld Lng VAPA		
	10		English 10	Geo, Alg 2, Pre-calc	World Hist, AP Euro Hist	Biology Chemistry	Physical Ed CTE	Wrld Lng VAPA		
	11	Financial Occupations	English 11	Alg 2, Pre-calc, Calc	US Hist AP US Hist	Chem, AP Chem Anatomy, AP Bio Phys, AP Phys	CTE	Wrld Lng VAPA		
	12	Retail Marketing	English 12 ERWC	Pre-calc, AP Calc,Stats	Econ/Gov AP Econ/Gov	Anatomy, Marine Bio, AP Bio	CTE	Wrld Lng VAPA		

The Academic Senate strongly recommends that high school students take and strive to pass college prep English and mathematics courses all through high school, including four years of progressively more challenging math courses.

		AS-T Courses	Additional and Optional Courses ……			General Education Requirements			Occupations Relating to this Pathway	
		...For completion of AS-T Degree	...For completion of Local AS/AA Degree (total Units)	...For completion of Achievement Certificate (total units)	...For completion of Skills Certificate (total Units)	Area A English Language Communication & Critical Thinking (9 units)	Area B Scientific Study & Quantitative Reasoning with 1 lab (9 units)	Area C Arts & Humanities (9 units)	Careers requiring a high school diploma or equivalent	Careers requiring a BA / BS degree
POST SECONDARY	13		**Marketing Degree AS** ACCTG 101, or 110 BUSAD 101, BUSAD 106 or CABOT 105 BUSAD 136, 152, 162,164,166 CS/IS 100 OR 101 OR CABOT 260 SPCH 100 OR 111 CABOT 280 Plus additional General Education courses	**Marketing Certificate** ACCTG 101, or 110 BUSAD 101, BUSAD 106 or CABOT 105 BUSAD 136, 152, 162,164, 166 CS/IS 100 OR 101 OR CABOT 260 SPCH 100 OR 111 CABOT 280		Eng Comp	Math	Arts	Cashier Retail Sales Loss Prevention Clerk Vault Custodian	Supply Manager Broker Account Administrator Account Executive Realtor Securities & Commodities Trader Insurance Agent
						Oral Communications	Physical Science	Humanities		
						Critical Thinking	Life Science			
						Area D Social Sciences (9units)	Area E Lifelong Learning & Self Development (3 units)	When course requirements are counted for credit in more than one area, i.e. double counted, students must complete additional transferable units to result in a cumulative total of 60 units.	Careers requiring some post- secondary	Careers requiring a BA/BS +
GCC	14					US Hist	Psych Comm Recreation Physical Ed Dance		Travel Agent Sakes Engineer Solar Sales Wholesale Account Executive Select Banker Securities Adviser Sales Representative Sales Advisor	
						Govt				
						Econ				For students interested in attending a UC Campus, be aware that requirements meeting the CSU GE pattern *may vary* from IGETC GE requirements. Students are encouraged to consult a college counselor for clarification.
									Careers requiring 2 year degree	

NOTES:

STATEWIDE CAREER PATHWAYS
Creating School to College Articulation