Marketing, Advertising and Public Relations

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| :--- | :--- |
| Core 40 Diploma: |  |
| Diploma type: C40 | TH AH |
| English: | 8 |
| Math: | $6-8$ |
| Science: | 6 |
| Social Studies: | 6 |
| PE: | 2 |
| Health: | 1 |
| Directed Electives: | 5 |
| Electives: | $13-15$ |
| (At least 2 years of a World Lan- |  |
| guage is strongly recommended |  |
| for college-bound students.) |  |
| Academic or Technical Honors |  |
| Diploma: |  |
| *meet all of the requirements for |  |
| Core 40 plus other requirements |  |
| listed on the back of this sheet |  |

## 47 total credits

Pathway Priority Concentration

Accounting I
Introduction to Business
Personal Financial Responsibility
Marketing
World Languages
ICE On the Job Training
Career Internship
Desktop Publishing
Web Design
Creative Writing
Speech
Intro to 2D Art
Interpersonal Relationships
Studio Art, AP
Psychology and Sociology
Probability and Statistics
Finite Mathematics

| Freshman Year |  |  |
| :--- | :---: | :---: |
| Choose: | English 9 or English 9 Honors | English 9 or English 9 Honors |
| Math: | Algebra or Geometry | Algebra or Geometry |
| Choose: | Biology or Biology Honors | Biology or Biology Honors |
| Choose: | World History or Geography | World History or Geography |
|  | Health | Career Planning and Success Skills |
| PE I \& II: | PE I | PE II |
| Electives: |  |  |
|  |  |  |


| Sophomore Year |  |  |
| :--- | :--- | :--- |
| Choose: | English 10 or English 10 Honors | English 10 or English 10 Honors |
| Math: |  |  |
| Science: |  |  |
| Electives: |  |  |
|  |  |  |
|  |  |  |
|  |  |  |


| Junior Year |  |  |
| :---: | :---: | :---: |
| Choose: | English 11 or AP Lang. \& Comp. | English 11 or AP Lang. \& Comp. |
| Math: |  |  |
| Science: |  |  |
| Choose: | U.S. History or AP U.S. History | U.S. History or AP U.S. History |
| Electives: |  |  |
|  |  |  |
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|  | Sen |  |
| Choose: | English 12 or Eng 12 AP | English 12 or Eng 12 AP |
| Math: |  |  |
| Choose: | Government or AP Government | Economics or AP Economics |
| Electives: |  |  |
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Possible careers may include, but are not limited to: advertising sales, financial services sales, insurance sales, investment and commodities sales, marketing manager, market research analyst, meetings and convention planner, mom-technical sales representative, parts sales, public relations specialist, purchasing agent, real estate sales agent, retail sales manager, retail sales, technical sales representative, travel agent

| Core 40 diploma: 47 credits |  |  |  |
| :--- | :--- | :---: | :---: |
| • GPA of 2.0 or above to qualify for financial aid in college |  |  |  |
| English | 8 credits |  |  |
| Math | 6 credits (beginning with at least Algebra I, and consecutive courses <br> afterward) |  |  |
| Science | 6 credits (2 in Bio, 2 in Chem. or Physics, 2 in an additional Core 40 science) |  |  |
| Social Studies | 6 credits (2 Geo./Hist. of the World or World Hist./Civ., 2 US History, <br> 1 Government, 1 Economics) |  |  |
| Health and Safety | 1 credit |  |  |
| Physical Education | 2 credits |  |  |
| Career Academic Sequence | 6 recommended |  |  |
| World Language | Optional (need two years for some state universities) |  |  |
| Fine Arts | Optional |  |  |
| Flex Credit | Optional |  |  |
| Directed Electives | 5 credits (in world language, fine arts, and/or career/technical) |  |  |
| Electives | Additional credits needed to meet 47 total |  |  |

## Technical Honors Diploma: 47 credits

 Meet all of the requirements for the Core 40 and:
## - GPA of 3.0 or above

- No grade lower than a "C-"
- Earn 6 credits in the college and career preparation courses in a state-approved College \& Career Pathway and one of the following:

1. Pathway designated industry-based certification or
2. Pathway dual credits from the lists of priority courses resulting in 6 transcripted college credits

Complete one of the following,
A. Any one of the options (A -F ) of the Core 40 with Academic Honors
B. Earn the following scores or higher on WorkKeys: Reading for Information-Level 6, Applied Mathe-matics-Level 6, and Locating Information-Level 5.
C. Earn the following minimum scores on Accuplacer: Writing 80, Reading 90, Math 75.
D. Earn the following minimum scores on Compass: Algebra 66, Writing 70, Reading 80.

Academic Honors: 47 credits Meet all of the requirements for Core 40 and:

- GPA of 3.0 or above
- No grade lower than a "C-"
- 6-8 World Language credits
- 2 Fine Arts credits
- 2 additional Core 40 math course credits
- One of the following:

1. Two AP courses and exams
2. Academic, transferable dual credit courses resulting in 6 college credits
3. 1 AP course and exam, and 1 transferable dual credit course resulting in 3 college credits
4. 1750 or higher on SAT and minimum of 530 on each section.
5. 26 or higher on composite ACT
