MARKETING, SALES,
& SERVICE EDITION

PATHWAYS TO SUCCESS

An education– and career–planning guide for South Carolina students
“What do you want to be when you grow up?” You’ve heard it again and again, and if you’re like most people in school, you probably feel pretty lost. However, knowing what appeals to you or, better yet, what you want to do, can help you focus on those subjects and activities that will prepare you for the future.

But with so much to think about in life right now, and so many career directions to choose from, choosing a career pathway can be overwhelming. Even worse, what if you were to decide and then change your mind?

How would you like to know more about your options? This guide offers you realistic insight into various career clusters and how they might fit into the way you think and feel. Pathways to Success can help you get started. It is a series of education- and career-planning guides designed to help you make informed, smart career decisions. You can use this information to eliminate options that aren’t attractive, so you can begin focusing on a career direction that is more appealing.

If you change your mind along the way, Pathways to Success can help you redirect your career plans, courses, and extracurricular activities.

In South Carolina, there are 16 career clusters that you can explore. This issue of Pathways to Success introduces you to one of these clusters. The clusters correspond to different fields within the job market (business, healthcare, the arts, agriculture, manufacturing, etc.). Each issue of Pathways to Success explains what it is like to work in one of the career clusters, what kinds of jobs are available, and what parts of the career cluster are growing fastest. It also spells out the specific ways to prepare yourself for an occupation: majors to choose in high school, what classes to take, opportunities to learn outside of class, and the kind of education and training you can pursue after high school.

Believe it or not, being in school gives you a great chance to explore all of your options. So go for it. Figure out just how you feel about certain subjects. Seek out those things that you feel good about. Then start preparing yourself so you will be able to do the things you like to do “when you grow up.”

Dear South Carolina Student,

“Seven Steps to Success”

Marketing, Sales, and Service Edition

Marketing, Sales, and Service is about closing the gap between consumers and what it is they’re looking for. Within the world of Marketing, Sales, and Service are a wide range of jobs that allow individuals not only to use their interpersonal and communication skills, but to help people get what they’re searching for with continued ease. If helping promote a product, selling a service, or working directly with a consumer sounds like something you’re interested in, then keep reading to find out if you’ve got what it takes for a career in Marketing, Sales, and Service.

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**Evaluate a Career in Marketing, Sales, and Service**

Marketing, Sales, and Service is about closing the gap between consumers and what it is they’re looking for. Within the world of Marketing, Sales, and Service are a wide range of jobs that allow individuals not only to use their interpersonal and communication skills, but to help people get what they’re searching for with continued ease. If helping promote a product, selling a service, or working directly with a consumer sounds like something you’re interested in, then keep reading to find out if you’ve got what it takes for a career in Marketing, Sales, and Service.
What Are Career Clusters and Majors?

Career clusters help you acquire the knowledge and skills you need to reach your personal career goals. They organize what you learn in school around specific professional fields such as Education and Training or Information Technology. Information Technology, for example, focuses on professions that require highly technical training, while Human Services emphasizes occupations that involve people skills. South Carolina recognizes these 16 career clusters offered at various schools across the state.

- Agriculture, Food, and Natural Resources
- Architecture and Construction
- Arts, A/V Technology, and Communications
- Business, Management, and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections, and Security
- Manufacturing
- Marketing, Sales, and Service
- Science, Technology, Engineering, and Mathematics
- Transportation, Distribution, and Logistics

Majors Clustered Under Marketing, Sales, and Service

A Model Career Cluster System

Grades K–2
- Students learn about different kinds of work.
- Students are instructed in diversity and gender equity in the workplace.
- Students learn about goal setting and decision making.
- Students learn what it means to be a good worker.

Grades 3–5
- Students use career assessment instruments to identify occupations.
- Students learn about occupations in the various career clusters.
- Students get involved in career guidance classroom activities.

6th Grade
- Students begin career exploration activities, including identification of learning opportunities in the community.
- Students take career assessment instruments.

7th Grade
- Students identify the steps of the career decision-making process.
- Students identify and explore sources of career information.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.

8th Grade
- Students pick a cluster of study that they are interested in exploring.
- Students take career assessment instruments.
- Students identify jobs within the clusters requiring different levels of education.

9th Grade
- Students review and update their IGPs.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.

10th Grade
- Students should declare a career major.*
- Students review and update their IGPs.
- Students take career assessment instruments.

11th Grade
- Students review and update their graduation plans, with particular attention to postsecondary goals.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.
- Students may change or modify their career majors.

12th Grade
- Students complete requirements for their majors.
- Students receive recognition for completion of career cluster majors at graduation.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.
- Students may change or modify their career majors.

Postsecondary
- Students follow aligned career pathways to two- or four-year college, the military, other postsecondary education or training, or employment.
- Students continue to refine their career choices throughout their lifetimes of learning.

* Students are encouraged to review their IGPs and modify or change this focus throughout their secondary school careers with the guidance of educators and parents.
Seven Steps to Success

Pathways to success

Making your way through high school, on to college or other education, and into a Marketing, Sales, and Service career all starts with planning. Your future career can be fun, or it can make you totally miserable, depending on whether or not you choose one that fits your unique personality, interests, goals, and abilities.

Planning to be a nurse, for example, makes no sense if you can’t stand the sight of blood. Forget being an engineer if you aren’t going to take on advanced math. And if you live to be outdoors, opt out of a profession that keeps you cooped up in an office all day. The truth is, earning a living for about 40 years is a lot more rewarding—financially and otherwise—if you find the profession that fits you perfectly.

The search for your perfect profession starts with creating an Individual Graduation Plan, often called an IGP, to guide you through high school (see “What is an IGP?” on page 6). Every South Carolina student is required to create an IGP, but don’t think of it as a hassle. Instead, look at it as a chance to explore your interests and options and to start working toward your personal dream—whether it’s to be a movie star or a minister, a CEO or a chef, an entrepreneur, or an engineer.

Here’s a step-by-step guide to creating your own Individual Graduation Plan.

Step 1: Complete Assessments

Start putting together your IGP by determining your strengths and weaknesses, what you love (or hate) to do with your time, and your hopes and dreams in life. To find the answers to these other questions, take advantage of career assessment tools such as Holland’s Self-Directed Search, ASVAB (Armed Services Vocational Aptitude Battery), and the Kuder Interest Inventory available through your school and online (see “What is an IGP?” on page 6).

Step 2: Research Your Career Opportunities

After learning more about yourself, put together a list of careers you might want to research. Get the facts about what each possible profession pays, how many jobs in those professions are available in South Carolina (both now and in the future), and what kind of education you’ll need to break into each of them. (For profiles of 25 career options in Marketing, Sales, and Service, see page 8). Use the career information resources available through your school’s library and the Internet, including SCOIS, O’NET, and COIN (see “Resource Roundup” on page 21). Go beyond the statistics, though, to get the inside story on what those who work in occupations on your list really do every day. Start by contacting professional associations and visiting Web sites, then arrange personal interviews and job shadowing.

Step 3: Explore Your Education Options

Use your list of possible professions to investigate your education options in high school and beyond (see “You’ve Graduated from High School; Now What?” on page 18). Identify both two-year and four-year colleges with programs that best fit your career goals. In the same way, find out about obtaining associate’s degrees at two-year technical colleges with programs in Marketing, Sales, and Service. Also, research opportunities for Marketing, Sales, and Service training in the military. Then look at the clusters, majors, and courses offered in high school as well as special programs such as co-op education and dual-credit courses. Learn about academic requirements and tests you may have to take to graduate and get into college, including PACT, PSAT, PLAN, SAT, ACT, and WorkKeys. Also, explore extracurricular activities (see “Welcome to the Real World” on page 16) related to your list of possible professions, including sports, community service groups, bands, clubs, and student organizations such as FBLA and DECA.

Assessments and research are essential, but input from your parents (or guardians), counselors, and teachers can also help as you narrow your career and education choices. Talk with them about what you are learning as you are assessed—they can help you further identify your strengths, opportunities, and interests. Tell them about your hopes and dreams. Discuss with them career options five, 10, or 20 years from now. Ask them to help you with your research by providing resources or using their contacts to set up career exploration experiences such as job shadowing and internships. Time with your guidance staff person may be limited, so make the most of it. Come in with clear and well-researched ideas about your future, and ask what he or she can do to help you get where you want to go in life.

Now that you are armed with valuable research and good advice from people you trust, it’s time to make some decisions. Ask your counselor what format your IGP should follow—it likely will include most of the information shown in “What is an IGP?” on page 6. Select your career objective, cluster, and major, and write them down on your IGP. Fill in a tentative schedule for your high school years. Add to your plan lists of the out-of-class and work experiences you want to pursue and your goal after high school—college, the military, employment, or another option. It’s also smart to create a career portfolio, which is a file of material related to the education and career choices in your IGP. This portfolio might include items such as a resume, samples of your schoolwork, and research and assessment information. Once you have documented your decisions, save your IGP and career portfolio as your school directs.

A good IGP is frequently updated. It expands and changes as you go through high school. At least once at the end of each year, go back to your IGP and revise it as needed. Ask yourself if your decisions are still sound or if you’ve changed your mind about your career objective or plans after high school. Be realistic, but don’t feel locked in to the choices you made earlier. Switching your cluster or major as you learn more about your interests and options in life is okay. Some direction—even if it changes—is better than no direction at all. Use this annual review of your plan to make choices that are intentional, not accidental, as you grow and change.

The goal of an IGP is to give you a clear path to high school graduation, but that’s not the end of your road to success. The plan you created will carry you on to college, the military, an apprenticeship, other education or training, or directly into the job market. You likely will continue to evaluate, research, discuss, and refine your career choices after high school and throughout your life.
An Individual Graduation Plan (IGP) is like a road map to your future. If you stay on course, you’ll reach your destination—graduation—with all the courses, skills, and experiences you need to take your education or career to the next level. Here’s what a basic IGP includes:

**What is an IGP?**

**Information such as your name and school.**

Your chosen career cluster is a field of study such as Education and Training or Business, Management, and Administration on which you plan to focus in high school and beyond. South Carolina recognizes 16 career clusters (see page 2), although local schools and districts may offer different clusters. This guide is an introduction to the Marketing, Sales, and Service cluster.

**Your chosen career major, a field such as marketing communications in which you plan to work when you enter the job market.**

Out-of-class learning opportunities you want to pursue, such as student organizations or work experiences.

A grade-nine-through-twelve outline of classes you should take, including core academic classes required for graduation and electives. Fill in the specific classes your school offers.

**Your plan for what to do after high school—get an associate’s or bachelor’s degree, enter the armed forces, seek industry certification, find employment, or pursue other options. Be specific—it’s just a goal you can change later if needed.**

Your school may make this type of basic IGP part of your career portfolio—a file or folder that also may contain such information as results of your career-interest assessments, examples of your schoolwork, your scores from standardized tests, and records of your work experiences.

Look around your room. You are surrounded by things that you like. Things that you—or your parents—bought. These things that you have... how did you know that you liked them? Who told you they were the right thing to buy? How did you know what you were looking for?

If a job relates to selling goods and services to people, then it can be found in this career cluster. In South Carolina alone there are more than 135,000 jobs available in Marketing, Sales, and Service, which means you have many opportunities here to find a career that you love.

Whether it’s advertising and public relations, market research, product management, or retailing, it’s all about communicating a message back to the consumer. If you are constantly trying to better a television commercial or find yourself looking to reposition a product, then you may be cut out for a career in communications.

There are various skills needed for a job in communications, including English, math, and technical skills. Working with people is important, especially for those who are looking to go into retail sales. Deadlines play a large part in this industry as well, so be sure you are able to stick to one. Creativity is important; so is the ability to work on a team. Finally, the internet provides many opportunities for this industry with e-commerce leading the way. Many of the jobs within this cluster are entry-level positions, but the industry is known for promoting from within and for employing a large number of young managers.

**Marketing Matters**

America’s growing consumerism is leading to more and more possibilities within South Carolina in the fields of Marketing, Sales, and Service.

**Quick Quiz**

Answer “yes” or “no” to these questions to see if Marketing, Sales, and Service is the right career cluster for you.

1. I am skilled at giving speeches in front of a group of people.
2. I am good at being in charge of planning activities or events at schools.
3. I am skilled at listening to friends’ problems and giving them advice.
4. I can persuade others to buy a product.
5. I am comfortable dealing with conflict or talking to people who are angry.
6. Selling or marketing products or services is something I like to do.
7. I like to create new ideas, write stories, or design brochures.
8. I am skilled at proofreading the writing of others.
9. Understanding people and helping them with their wants and needs is the kind of challenge I want in a job.

**Totals:** “Yes” _____ “No” _____

If you answered “yes” to five or more of the questions, then you may have what it takes to make it in Marketing, Sales, and Service.

Source: SCDEO (scois) Career Assessment Tests
# 25 Career Choices in Marketing, Sales, and Service

<table>
<thead>
<tr>
<th>Occupation</th>
<th>SC Salary</th>
<th>Job Growth</th>
<th>Education Required</th>
<th>Career Readiness Certificate Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Engineer</td>
<td>$67,860</td>
<td>5.8%</td>
<td>BD</td>
<td>gold</td>
<td>Markets his or her company’s products to retail establishments, government agencies, and other institutions.</td>
</tr>
<tr>
<td>Advertising Account Executive</td>
<td>$63,830</td>
<td>12.4%</td>
<td>BD</td>
<td>gold</td>
<td>Creates ads for newspapers, magazines, and TV to help sell clients’ products.</td>
</tr>
<tr>
<td>Advertising Director</td>
<td>$63,830</td>
<td>11.7%</td>
<td>BD</td>
<td>gold</td>
<td>Supervises the day-to-day activities of producing advertising campaigns.</td>
</tr>
<tr>
<td>Transportation Manager</td>
<td>$58,370</td>
<td>9.3%</td>
<td>OJT, AD, BD</td>
<td>gold</td>
<td>Arranges for the transporting of raw materials to company production areas and finished products to customers, warehouses, or storage areas.</td>
</tr>
<tr>
<td>Purchasing Agent</td>
<td>$57,160</td>
<td>4.4%</td>
<td>AD, BD</td>
<td>gold</td>
<td>Coordinates the activities that are involved with procuring goods and services, such as raw materials and equipment, for an organization or business.</td>
</tr>
<tr>
<td>Pharmaceutical Sales Representative</td>
<td>$56,140</td>
<td>7.7%</td>
<td>BD</td>
<td>gold</td>
<td>Promotes the use of legal drugs and other pharmaceutical products to physicians, dentists, hospitals, and retail drug stores.</td>
</tr>
<tr>
<td>Technical Sales Representative</td>
<td>$56,140</td>
<td>7.7%</td>
<td>AD</td>
<td>gld</td>
<td>Sells various goods and services to retail, industrial, and commercial firms and institutions.</td>
</tr>
<tr>
<td>Clothing Designer</td>
<td>$55,460</td>
<td>NA</td>
<td>AD, BD</td>
<td>silver</td>
<td>Designs clothing and accessories.</td>
</tr>
<tr>
<td>Wholesale Sales Representative</td>
<td>$52,860</td>
<td>8.1%</td>
<td>OJT, AD, BD</td>
<td>silver</td>
<td>Sells products for wholesalers to retailers, schools, hospitals, and other businesses.</td>
</tr>
<tr>
<td>Manufacturer’s Representative</td>
<td>$49,180</td>
<td>8.2%</td>
<td>OJT, AD, BD</td>
<td>gold</td>
<td>Interests wholesale and retail buyers in the product that he or she is selling.</td>
</tr>
<tr>
<td>Wholesale Retail Buyer</td>
<td>$46,180</td>
<td>7.9%</td>
<td>AD, BD</td>
<td>gold</td>
<td>Selects, orders, and purchases merchandise to be sold by his or her employer.</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>$45,600</td>
<td>12.5%</td>
<td>BD</td>
<td>gold</td>
<td>Collects data and information that will assist companies in decision making regarding their products and services.</td>
</tr>
<tr>
<td>Services Sales Representative</td>
<td>$42,880</td>
<td>9.1%</td>
<td>AD, BD</td>
<td>gold</td>
<td>Sells a wide variety of services through understanding of and ability to discuss the services his or her company offers.</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>$41,250</td>
<td>NA</td>
<td>BD, MA</td>
<td>gold</td>
<td>Plans, conducts, and participates in basic and applied research activities in all fields of human knowledge and endeavor.</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>$38,790</td>
<td>13.9%</td>
<td>AD, AP</td>
<td>gold</td>
<td>Plans and conducts public relations programs to promote products, ideas, companies, or people.</td>
</tr>
<tr>
<td>Advertising Agent</td>
<td>$37,030</td>
<td>10.5%</td>
<td>BD</td>
<td>silver</td>
<td>Plans advertisement programs to generate sales and/or services for customers.</td>
</tr>
<tr>
<td>Production Coordinator</td>
<td>$36,060</td>
<td>2.6%</td>
<td>AD</td>
<td>silver</td>
<td>Prepares production schedules and coordinates and expedites the flow of work within or between departments of manufacturing plants.</td>
</tr>
<tr>
<td>Interior Designer</td>
<td>$35,150</td>
<td>9.9%</td>
<td>AD, BD</td>
<td>gold</td>
<td>Develops ways to make the best use of interior space while at the same time making the space attractive.</td>
</tr>
<tr>
<td>Retail Store Sales Manager</td>
<td>$34,910</td>
<td>4.9%</td>
<td>OJT, HS, AP</td>
<td>gold</td>
<td>Plans and controls some or all of the sales activities of retail organizations, stores, and departments.</td>
</tr>
<tr>
<td>Customer Service Representative</td>
<td>$37,410</td>
<td>12.7%</td>
<td>OJT, HS</td>
<td>silver</td>
<td>Provides customer support by answering questions or listening to and tailing action on customer complaints.</td>
</tr>
<tr>
<td>Shipping and Receiving Clerk</td>
<td>$26,480</td>
<td>6.9%</td>
<td>HS</td>
<td>silver</td>
<td>Performs various work, including typing; filing; operating computer terminals, photocopyers, and calculators; and answering and relaying telephone calls.</td>
</tr>
<tr>
<td>Retail Salesperson</td>
<td>$22,870</td>
<td>9.5%</td>
<td>OJT, HS</td>
<td>silver</td>
<td>Performs various tasks involved in loading, unloading, and moving baggage, freight, and all types of materials.</td>
</tr>
<tr>
<td>General Office Clerk</td>
<td>$22,640</td>
<td>14.7%</td>
<td>HS</td>
<td>silver</td>
<td>Performs various tasks involved in loading, unloading, and moving baggage, freight, and all types of materials.</td>
</tr>
<tr>
<td>Freight, Stock, and Material Mover</td>
<td>$21,950</td>
<td>11.9%</td>
<td>OJT</td>
<td>bronze</td>
<td>Designs, builds, and arranges displays of merchandise in efforts to attract the attention of prospective buyers.</td>
</tr>
</tbody>
</table>

1 The expected percentage increase or decline in the number of positions in the profession in South Carolina through 2008.
2 The minimum educational attainment required to enter the profession; occupations may have different entry-level jobs for those with different degrees.

* Source: www.salary.com

### Education Requirement Abbreviations

| C       | — 12- or 18-month certificate |
| AD      | — Two-year associate’s degree |
| AP      | — Advanced Placement         |
| BD      | — Four-year bachelor’s degree |
| HS      | — High school diploma or GED |
| MA      | — Master’s degree            |
| NA      | — Information not available or item does not apply |
| OJT     | — On-the-job training        |
| DO      | — Doctorate degree           |

### About This Chart

This chart is a sampling of 25 of the more than 100 occupations that fall within the Marketing, Sales, and Service sector of the South Carolina job market. For more information about any Marketing, Sales, and Service occupation, check out the South Carolina Occupational Information System (SCOIS). This electronic database is packed with valuable information on careers, colleges, scholarships, and more. SCOIS is available in local schools and at more than 600 other locations throughout South Carolina. Here are explanations for the abbreviations and symbols used in this chart.

### Education Requirement

- **C** — 12- or 18-month certificate
- **AD** — Two-year associate’s degree
- **AP** — Advanced Placement
- **BD** — Four-year bachelor’s degree
- **HS** — High school diploma or GED
- **MA** — Master’s degree
- **NA** — Information not available or item does not apply
- **OJT** — On-the-job training
- **DO** — Doctorate degree

For more information on the CRC in South Carolina go to www.WorkReadySC.org.
The working world can sometimes be daunting with all of the grown-up responsibilities at hand. But, a good road map will help lead you to your final destination: a career in communications. The Career Major Maps on the next few pages are your guide to making your way to the future of Marketing, Sales, and Service. Different sets of skills are needed for different jobs, which means you must plan ahead to make sure you find the Marketing career that best fits your needs. Many options are available to you in high school. Once you decide on Marketing, Sales, and Service, you then have to select a major. With majors, your options have been sorted out ahead of time. They give you the kind of map that divides the job into manageable areas. For example, Marketing, Sales, and Service has three different areas of study:

- Marketing Management (page 11)
- Marketing Communications (page 12)
- Merchandising (page 13)

Each of these majors corresponds to the Marketing, Sales, and Service job market in the state. For example, if you choose a Marketing Management major, you can follow that pathway on to a particular program in business or marketing offered at two- or four-year colleges and then into an occupation such as marketing manager, store manager, or even CEO of a company after completing your training. Generally, you need to take electives such as marketing management, e-commerce, and Web design in your major area to graduate with a high school major.

For those wishing to pursue a Marketing Communications major, you can follow a pathway to a program that specializes in Sports Marketing or Advertising. These programs, which lead to a job such as trade show manager or sports agent, are offered both right out of high school and with two- and four-year degrees.

A career in Marketing continues to evolve daily. Course work including Web page design, computer applications, and entrepreneurship is recommended. Programs within your high school then lead to jobs as customer support specialists, brand managers, or e-commerce directors.

Merchandising is an attractive option for those who love the shopping experience. In fact, there is a retail and fashion merchandising program available at the University of South Carolina that is specifically designed to offer training for those interested in pursuing the retail marketing experience.

You Can Always Change Directions

Remember, this is just the beginning. As you get farther down the road, you will want to customize your road map as you figure out what it is you like doing best within this career field. This offers you flexibility as well as peace of mind. You now know that should you decide to change career paths, resources are available to help you make that decision.
Career Major Map: Marketing Communications

People in the marketing communications pathway are experts in identifying and impacting opinions on given products or services. From retail salespeople to advertising executives, they are energetic ambassadors of their clients’ brands.

<table>
<thead>
<tr>
<th>Sample Core Choices</th>
<th>Required Core for Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses for Major</td>
<td>Math* Four Units Required</td>
</tr>
<tr>
<td>Marketing</td>
<td>1 Algebra 1 or Math for the Technologies 1</td>
</tr>
<tr>
<td>Advertising</td>
<td>2 Geometry or Math for the Technologies 2</td>
</tr>
<tr>
<td>Plus two or more of the following:</td>
<td>3 Algebra 2 or Math for the Technologies 3</td>
</tr>
<tr>
<td>Desktop Publishing</td>
<td>4 Pre-Calculus or Math for the Technologies 4</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>Business and Electronic Communications</td>
</tr>
<tr>
<td>Global Markets</td>
<td>Computer Applications 1 and 2</td>
</tr>
<tr>
<td>International Business and Marketing</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Virtual Enterprise 1, 2, 3, 4</td>
<td>Introduction to Business and Marketing</td>
</tr>
<tr>
<td>Sports and Entertainment Marketing 1</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Web Page Design and Development 1 and 2</td>
<td>Technical Writing</td>
</tr>
<tr>
<td>Work-Based Credit (Advertising)</td>
<td>Modern or Classical Language</td>
</tr>
</tbody>
</table>

**Courses for Major (Minimum of four credits required)**

Provincial Opportunities Upon Graduation

- High School Diploma
- Sales Associate
- Customer Service Representative
- Visual/Creative Display Artist
- Contract Administrator
- Additional Training to 2-year Degree
- Advertising/Promotion Manager
- Marketing Specialist
- Sales Promotion Manager
- 4-year Degree & Higher
- Educator
- Public Relations Manager
- Market Research Analyst
- Public Information Director

*Course selection will depend on satisfying prerequisites.

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Career Major Map: Merchandising

Merchandising prepares individuals to function as professional buyers of resale products and product lines for stores, chains, and other retail enterprises. Instruction includes product evaluation, merchandising, applicable aspects of brand and consumer research, principles of purchasing, and negotiation skills.

<table>
<thead>
<tr>
<th>Sample Core Choices</th>
<th>Required Core for Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses for Major</td>
<td>Math* Four Units Required</td>
</tr>
<tr>
<td>Marketing</td>
<td>1 Algebra 1 or Math for the Technologies 1</td>
</tr>
<tr>
<td>Merchandising</td>
<td>2 Geometry or Math for the Technologies 2</td>
</tr>
<tr>
<td>Plus two or more of the following:</td>
<td>3 Algebra 2 or Math for the Technologies 3</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>4 Pre-Calculus or Math for the Technologies 4</td>
</tr>
<tr>
<td>Desktop Publishing</td>
<td>Business and Electronic Communications</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>Computer Applications 1 and 2</td>
</tr>
<tr>
<td>Global Markets</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>International Business and Marketing</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Sports and Entertainment Marketing 1</td>
<td>Technical Writing</td>
</tr>
<tr>
<td>Web Page Design and Development 1 and 2</td>
<td>Modern or Classical Language</td>
</tr>
</tbody>
</table>

**Courses for Major (Minimum of four credits required)**

Provincial Opportunities Upon Graduation

- High School Diploma
- Sales Associate
- Customer Service Representative
- Visual/Creative Display Artist
- Contract Administrator
- Additional Training to 2-year Degree
- Advertising/Promotion Manager
- Marketing Specialist
- Sales Promotion Manager
- 4-year Degree & Higher
- Educator
- Public Relations Manager
- Market Research Analyst
- Public Information Director

*Course selection will depend on satisfying prerequisites.
If you think a career in Marketing, Sales, and Service is right for you, there are all kinds of ways you can prepare early to profit from your educational investment. Join the South Carolina DECA at your high school. DECA is a national association for students interested in marketing, management, and entrepreneurship. Participation in DECA will give you the opportunity to meet students and professionals with similar interests. S.C. DECA also offers scholarships, leadership training, conferences, co-op placements, and partnerships with businesses. Conferences include the State Career Development Conference and International Career Development Conference as well as Southern Region.

Experience outside the classroom will help you develop strong communication skills and problem-solving skills. Are you good with people? Get a job in retail sales. Many of the people that determine how everything we buy, from food to fashion, gets to the stores where we shop. So how else can you prepare yourself for a career in the Marketing, Sales, and Service industry? Take the opportunity to get experience outside the classroom. For a day, shadow someone who works in your dream career or get an internship at a marketing firm. There are also Web sites you can check out to get more information:

CAREERS IN MARKETING
http://www.careers-in-marketing.com

If you really organized? Maybe you should think about putting your organizational skills to the test by working in the distribution and logistics field. These are the people that determine how everything we buy, from food to fashion, gets to the stores where we shop.

SOUTH CAROLINA MARKETING COLLEGES AND UNIVERSITIES
http://www.uscollegesearch.org/south-carolina-marketing-colleges.html

Higher Education Is Affordable

A variety of grants, scholarships, and student loans are available to help you pay for college.

Grants
- Academic Competitiveness Grant Program: Grants for Pell Grant recipients who completed a rigorous secondary school program.
- Federal Pell Grant: Up to $4,310 per year, based on the student's need as determined by the FAFSA.
- Federal Supplemental Educational Opportunity Grant: Grants of up to $4,000 a year for students with exceptional financial need.

State Programs
- Call Me MISTER: This program recruits, trains, certifies, and secures employment for African-American males as elementary teachers in SC’s public schools. To learn more, visit www.callmemister.clemson.edu.
- Lottery Tuition Assistance: This program provides tuition assistance to SC residents attending two-year public or private institutions.
- SC Need Based Grant: For SC’s neediest students, up to $2,500 is available annually.
- SC Tuition Grant: A need-based grant for eligible South Carolinians who choose to attend full-time one of SC’s 23 participating independent (private) colleges. Up to $3,200 is available annually.

For additional information regarding state scholarships, contact the SC Commission on Higher Education at 803-737-2260, or visit www.che.sc.gov.

Scholarships
- HOPE Scholarship: A merit-based scholarship for SC residents attending a four-year institution in SC and who do not qualify for the LIFE or Palmetto Fellows Scholarships. $2,800 is available for freshmen only.
- LIFE Scholarship: A merit-based scholarship for SC residents attending a SC institution. Up to $5,000 is available per year, which can increase to $7,500 per year for sophomores, juniors, and seniors with math or science-related majors.
- Palmetto Fellows Scholarship: A program recognizing the most academically talented high school seniors in SC. Up to $6,700 is available during the freshman year. Up to $7,500 is available per year during the sophomore, junior, and senior years, increasing to $10,000 per year for those with math or science-related majors.
- SC Teacher’s Loan: A loan for teachers who teach a designated subject area in SC. Up to $6,000 is available annually.

For additional information regarding federal and private education loan programs:

- Federal Stafford Loan: The largest source of financial aid. Stafford Loans are low interest rate loans (currently 6.8%) made to the student.
- Federal PLUS Loan: For parents of undergraduate students, this loan is currently at an 8.5% fixed interest rate. Payments can be postponed while the student is enrolled.
- Federal Grad PLUS Loan: This loan is for students attending graduate or professional school.

For additional information, contact the SC Commission on Higher Education at 803-737-2260, or visit www.che.sc.gov.

Student Loans
- SC Student Loan is South Carolina’s only nonprofit student loan provider. Established by the South Carolina General Assembly in 1973 for the sole purpose of helping students attend college, SC Student Loan offers affordable student loan programs with convenient repayment terms and exceptional borrower benefits.

- SC Student Loan offers the following federal, state, and private education loan programs:
  - Federal Stafford Loan: The largest source of financial aid. Federal Stafford Loans are low interest rate loans (currently 6.8%) made to the student.
  - Federal PLUS Loan: For parents of undergraduate students, this loan is currently at an 8.5% fixed interest rate. Payments can be postponed while the student is enrolled.
  - Federal Grad PLUS Loan: This loan is for students attending graduate or professional school.
  - Federal Consolidation Loan: Allows borrowers who are in repayment or their grace period to combine eligible loans into a single loan with a fixed interest rate and an extended repayment period.
  - SC Teachers Loan: A program to encourage talented students to enter the teaching profession. It has a forgiveness feature for recipients who teach in a designated geographic area or teach a designated subject area in SC.
  - Palmetto Assistant Loan (PAL): Various private loans, for students or parents, with a variable interest rate.
Welcome to the Real World

Internships play a vital role in Marketing, Sales, and Service.

Learning outside the classroom is an important part of any career cluster, but in Marketing, Sales, and Service, it can really pay off in the long run. South Carolina students working toward careers in the communications field benefit greatly from internships offered at local businesses, where you are able to get hands-on experience in the field.

Whether you’re looking to go into Marketing Communications, Marketing Management, or Merchandising you’ll find on-the-job training to be an invaluable tool.

n Internships

Internships give you the opportunity to experience what being an employee in a career field is really like. Most colleges in South Carolina require internships as a part of their course work, so it’s never too early to begin making contacts within the communications field. You can apply to be a part- or full-time intern for a time period of a few weeks up to a year. These learning experiences provide insight into the workplace as well as show you what kinds of skills, education, or training is necessary to succeed. Some students are so successful during internships, they lead to job offers.

n Job Shadowing

Spend a day following, watching, and participating in a communications field as you shadow someone at work. The idea is to experience real-world applications to lessons learned in the classroom. For more information, ask your guidance counselor or teacher. Or visit www.jobshadow.org for information on the nationwide Groundhog Job Shadow Day.

n Mentoring

In schools, students have teachers. In the real world, students have mentors. This long-term relationship with an industry professional gives you firsthand insider information that’s important for career success. Mentors provide a perspective that can only be acquired through experience. For a list of possible mentors in your area, ask your guidance counselor, teachers, and parents.

n Cooperative Learning

Quality work spent in the pursuit of a career can count toward your graduation requirements. Cooperative learning describes how educators combine learning outside the classroom with existing curriculum requirements.

n Get a Job

Many high school students hold down after-school or summer jobs to earn money. For students interested in careers in communications, earning spending cash fits in nicely with career preparation. Get in touch with one of the many communications companies throughout South Carolina and see what they have to offer. These jobs can be as varied as the careers that you can pursue. Newspapers, advertising agencies, retail stores, and telemarketers are just a few of the industries that look for young labor. In some cases, your job can also earn you credit toward high school graduation. Known as “dual” academic credits—where you receive college credit for secondary school courses or credits—these jobs may not only put money in your pocket, but also give you valuable new skills, contacts in the business community, and credit toward graduation.

n Other Good Ideas

Be sure to look into these options as well:

- Turn a senior project into an internship for credit.
- Take a tour of communications companies in your area.
- Keep a diary during your internship to remind you of your experiences.
- Never be afraid to ask for more responsibility.

Get Involved

There are many ways to learn about the careers available within the Marketing, Sales, and Service cluster. Getting involved with student groups that are specific to this course work will allow you to meet other students with your same interests, compare how your studies are going, and most importantly, allow you to develop your communications and leadership skills.

- DECA – DECA is an international association of high school and college students studying marketing, management, and entrepreneurship in business, finance, hospitality, and marketing, sales, and service. In South Carolina, there are many DECA chapters throughout the state that hold conferences and competitions for their members. To find out if your high school has a DECA chapter, visit www.deca.org.

- Future Business Leaders of America (FBLA) – FBLA is the largest business education student organization in the world. This group works to bring business and education together in positive working relationships through innovative leadership and career development programs. With more than 215,000 high school members nationwide, FBLA provides conferences throughout the year. South Carolina has many members in FBLA, all of whom take part in yearly statewide competitions. For more information on this student organization, visit www.fbla.org.
You’ve Graduated from High School; Now What?

Start your career upon high school graduation or spend more time honing your skill.

College Connections

Every South Carolina two- and four-year college has a Website that includes information about admission requirements, majors, fees, financial aid, internships, and scholarship opportunities.

You can find the Web site for any South Carolina public, private, or technical college through one of these sites:

• South Carolina Public Colleges/Universities
  [Website Link]
• South Carolina Technical Colleges
  [Website Link]
• South Carolina Independent Colleges/Universities
  [Website Link]

You can leave high school in pursuit of a job within the Marketing, Sales, and Service career cluster. There are many options available, such as becoming a telemarketer, finding a job as a display artist, or serving as an administrative support representative. For those of you looking to advance your studies, you can continue to learn more in both two- and four-year institutions. In fact, in this career cluster, education becomes a life-long endeavor, where you continue to learn more and more as your career flourishes.

The Two-Year Option
Community colleges and technical institutions throughout the state offer many different programs in Business and Marketing. These programs are also available to those people wishing to continue their education once they are working in the field, since this industry is continually evolving with technology.

Military Options
Joining the Army, Navy, Air Force, Marines, or Coast Guard offers you many avenues for educational opportunities within this career cluster. There are more than 2,000 job specialties for enlisted personnel and 1,500 jobs for officers. Learn about all that the military has to offer by visiting [Website Link].

Budgeting Basics
Postsecondary education can be expensive, but that doesn’t have to stand in your way of becoming the next big sales and marketing success story. There are many financial aid options available to South Carolina students that are based on both merit and needs.

Scholarships range from very broad to very specific. For example, the Foundation for Outdoor Advertising Research and Education (FOARE) Scholarship program provides assistance to students with career goals in the outdoor advertising industry. This scholarship is awarded on the basis of financial need, academic performance, and career goals.

DECA also provides some very narrow financial help for members who are employed by retail outlets Claire’s Accessories and Finish Line. Both companies work hand in hand with DECA and have set up these special scholarships based on work experience, DECA involvement, scholastic record, and leadership abilities.

For more information on DECA-sponsored scholarships, see [Website Link].

A broader scholarship may be what you need. With hundreds of thousands of scholarships and fellowships from several thousand sponsors being awarded each year, your options are great. Fastweb.com and [Website Link] are two places you can go to find a scholarship that matches your needs.

The Bottom Line Is Not to Give Up. Financial help does exist for everyone.
Core Requirements for Graduation

High School Graduation

**Subjects** | **Units Required** | **Subjects** | **Units Required**
--- | --- | --- | ---
English/Language Arts | 4 | English/Language Arts | 4
Mathematics | 4 | Mathematics | 4
Science | 3 | Science | 3
U.S. History and Constitution | 1 | U.S. History and Constitution | 1
Economics | 0.5 | Economics | 0.5
U.S. Government | 0.5 | U.S. Government | 0.5
Other Social Studies | 1 | Other Social Studies | 1
Physical Education or Junior ROTC | 1 | Physical Education or Junior ROTC | 1
Computer Science | 1 | Computer Science | 1
Modern or Classical Language or Career and Technology Education | 1 | Modern or Classical Language or Career and Technology Education | 1
Electives | 7 | Electives | 7
Total * | 24 | Total * | 24

* Must pass the exit examination.

College Entrance

**Subjects** | **Units Required**
--- | ---
English/Language Arts | 4
Mathematics | 4
Grammar and Composition | 2
American Literature | 1
Algebra 1 and 2 | 2
Geometry | 1
Pre-Calculus | 1
Modern or Classical Language | 2
Laboratory Science | 2
Biology, Chemistry, or Physics | 3
Social Sciences | 3
U.S. History, Economics, and Government | 3
Electives | 1
Physical Education/ROTC | 1
Arts | 1
Total | 19

College Entrance Resources

State Certificate

**Subjects** | **Units Required**
--- | ---
English/Language Arts | 4
Mathematics | 4
U.S. History and Constitution | 1
Economics | 0.5
U.S. Government | 0.5
Other Social Studies | 1
Physics or Junior ROTC | 1
Computer Science | 1
Modern or Classical Language or Career and Technology Education | 1
Electives | 7
Total * | 24

* Must have failed to meet the standards all subtests of the exit examination.

The South Carolina Department of Education does not discriminate on the basis of race, color, religion, national origin, age, sex, or disability in admission to, treatment in, or employment in its programs and activities. Inquiries regarding the nondiscrimination policies should be made to the Employee Relations Manager, 1429 Senate Street, Columbia, South Carolina 29201, (803-734-3481). For further information on federal nondiscrimination regulations, including Title IX, contact the Assistant Secretary for Civil Rights at OCR@ed.gov or call 1-800-421-3481.

Resource Roundup

Click your way to more career, educational, and scholarship resources by using the Internet. Here are some useful Web sites to get you started:

**Marketing, Sales, and Service Web Sites**
- American Advertising Federation (AAF), www.aaf.org
- Public Relations Student Society of America, www.prsa.org
- International Association of Business Communicators, www.iabc.com

Search the Internet for other professional organizations related to Marketing, Sales, and Service careers.

**Education and Career Planning Web Sites**

Inside South Carolina
- South Carolina Chamber of Commerce, www.sccommerce.net
- South Carolina Commission on Higher Education, www.choosethehighersource.sc.edu
- South Carolina Independent Colleges and Universities, www.scicu.org
- South Carolina Professional Competencies, www.state.sc.us/univcoll.html
- South Carolina Technical College Technical, www.sctechsystem.com
- WorkKeys, www.workready.org

Outside South Carolina
- Career Communications, Inc., www.carcom.com
- Armed Services Vocational Aptitude Battery (ASVAB), www.todaysmilitary.com/app/fm/nextsteps/asvab
- Career Interests Game, career.missouri.edu/students/explore/thecareerinterestsgame.php
- Career Key, www.careerkey.org
- Coe Career College System, community.coed.com
- College Board, www.collegeboard.org
- Hudson, www.hudson.com
- O*NET Online, online.onetcenter.org
- Salary Information, www.salary.com

* Web site addresses were correct at time of publication but may have changed. If an address is no longer valid, please use an Internet search engine to locate the resource.

* Pathways to Success: Marketing, Sales, and Service Edition © 2007
- South Carolina Department of Education with South Carolina Education and Economic Development \[www.sced.org\].
- SCEDS (South Carolina Occupational Information System)—www.sceds.org.
- National Occupational Information database that helps students make informed decisions about education, training, career choices, and work.

COIN (Coe Career Guidance System)—community.coed.com. A comprehensive software program with career and college planning information, especially for South Carolina students.

- A comprehensive resource for information about the South Carolina Career Readiness Certificate—how and where to qualify, as well as its value to students and the community.

Kuder—www.kuder.com. A comprehensive online career and college planning system with links to government, educational, and information and organization resources.

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The following Web sites are comprehensive sources of career and education information, which are available through your school or public libraries:
- SCEDS (South Carolina Occupational Information System)—www.sceds.org.
- National Occupational Information database that helps students make informed decisions about education, training, career choices, and work.
- COIN (Coe Career Guidance System)—community.coed.com. A comprehensive software program with career and college planning information, especially for South Carolina students.
- WorkKeys—www.workready.org. A comprehensive resource for information about the South Carolina Career Readiness Certificate—how and where to qualify, as well as its value to students and the community.
- Kuder—www.kuder.com. A comprehensive online career and college planning system with links to government, educational, and information and organization resources.

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Knowledge. Pass it on.

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