



**What Is the Marketing, Sales & Service Career Cluster?**

This diverse Career Cluster prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives.

**Possible/Related Careers for the Marketing, Sales & Service Career Cluster**

There are over 40 careers related to the Marketing, Sales & Service Career Cluster, including but not limited to the following examples:

- Advertising Executive
- Agent
- Art Dealer
- Customer Service Representative
- Fundraiser
- Logistics Specialist
- Marketing Specialist
- Public Relations Specialist
- Sports Marketer
- Technical Sales Representative
- Trade Show Manager
- Visual Merchandiser

**Possible/Related Majors for the Marketing, Sales & Service Career Cluster**

There are an increasing number of college majors related to the Marketing, Sales & Service Cluster, and among the most common are:

- Advertising
- Fashion Merchandising
- General Merchandising and Sales
- Marketing Research
- Public Relations
- Real Estate
- Retail Management
- Sales and Distribution

**Related OLCHS Co-Curricular Activities for the Marketing, Sales & Service Career Cluster**

OLCHS students are encouraged to participate in co-curricular activities. Some related to the Marketing, Sales & Service Career Cluster are:

- Class Advisory Boards
- Drama/Crew
- Forensics/Speech Team
- Pegasus
- Pep Club
- Photojournalism Club
- Students Against Destructive Decisions (SADD)
- Shield Yearbook
- Spartanite Newspaper

**Related Service Learning Sites for the Marketing, Sales & Service Career Cluster**

OLCHS students are required to earn service learning hours in order to graduate. Some volunteer sites related to the Marketing, Sales & Service Career Cluster are:

| Name   | Location   |
|--|--|
| Neat Repeats Resale  | 7026 W. 111 <sup>th</sup> , Worth<br>9028 W. 159 <sup>th</sup> , Orland Park |
| Pass it On Thrift Center   | 5435 W. 127 <sup>th</sup> St., Crestwood                                     |
| Local Chapters of National Organizations – a great way to learn about organizational leadership, fundraising/awareness campaigns and non-profit finance! |  |

## **Aligned Elective Courses for the Marketing, Sales & Service Career Cluster**

Although required courses align with all 16 Career Clusters, students *must* take these courses in order to graduate from OLCHS. Therefore, they are not included below. Students are encouraged to customize their 4-year plan with specific courses, related prerequisite courses and related career information on Career Cruising.

*This guide is intended to provide general information related to career interest areas. It does not imply any guaranteed acceptance into a program of study. Students and families should carefully review post-secondary goals and entrance requirements for all post-secondary institutions of interest. Students and families are encouraged to use this as a supplemental guide during their planning.*

| <b>Department and Elective Courses</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|-----------|-----------|-----------|
| <b>Art</b>                             |          |           |           |           |
| Extreme Art                            | X        | X         | X         | X         |
| Intro to Drawing and Digital Art       | X        | X         | X         | X         |
| Photography I                          |          | X         | X         | X         |
| Photography II: Digital or Studio      |          | X         | X         | X         |
| Sketch & Draw                          |          | X         | X         | X         |
| Independent Study: Photography         |          |           |           | X         |
| <b>Business</b>                        |          |           |           |           |
| Entrepreneurship                       | X        | X         | X         | X         |
| Google It                              | X        | X         | X         | X         |
| Microsoft Office Applications          | X        | X         | X         | X         |
| Mobile Apps Development                | X        | X         | X         | X         |
| Web Design                             | X        | X         | X         | X         |
| Accounting 1 or 1H                     |          | X         | X         | X         |
| Mobile Apps II                         |          | X         | X         | X         |
| Accounting 2                           |          |           | X         | X         |
| Entertainment & Sports Marketing       |          |           | X         | X         |
| <b>English</b>                         |          |           |           |           |
| Mass Media Writing                     |          |           | X         | X         |
| Speech                                 |          |           | X         | X         |
| <b>Foreign Language</b>                |          |           |           |           |
| French or French Honors                | X        | X         | X         | X         |
| Spanish or Spanish Honors              | X        | X         | X         | X         |
| Spanish for Heritage Speakers          | X        | X         | X         | X         |
| <b>Industrial Technology</b>           |          |           |           |           |
| Graphic Design 1                       | X        | X         | X         | X         |
| Graphic Design 2                       |          | X         | X         | X         |
| Graphic Design Productions             |          |           | X         | X         |
| Independent Study: Graphic Design      |          |           |           | X         |
| <b>Math</b>                            |          |           |           |           |
| AP Computer Science Principles         | X        | X         | X         | X         |
| Pre-Calculus or Pre-Calculus Honors    |          |           | X         | X         |
| Transition to College Math             |          |           |           | X         |
| AP Statistics*                         |          |           |           | X         |
| <b>Music</b>                           |          |           |           |           |
| Music Technology                       | X        | X         | X         | X         |
| <b>Social Science</b>                  |          |           |           |           |
| AP Macroeconomics*                     |          |           | X         | X         |
| AP Microeconomics*                     |          |           | X         | X         |
| AP Psychology*                         |          |           | X         | X         |
| Economics                              |          |           | X         | X         |
| International Relations                |          |           | X         | X         |
| Law in American Society                |          |           | X         | X         |
| Psychology                             |          |           | X         | X         |
| Sociology                              |          |           | X         | X         |
| <b>Career Exploration</b>              |          |           |           |           |
| Technology Support Internship          |          | X         | X         | X         |

\*The Federal Career Clusters framework recommends students enroll in Advanced Placement and/or Dual Credit courses when available and relevant.