

MARKETING, SALES,  
& SERVICE EDITION

# PATHWAYS TO SUCCESS

An education- and career-planning  
guide for South Carolina students



## Dear South Carolina Student,

“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.

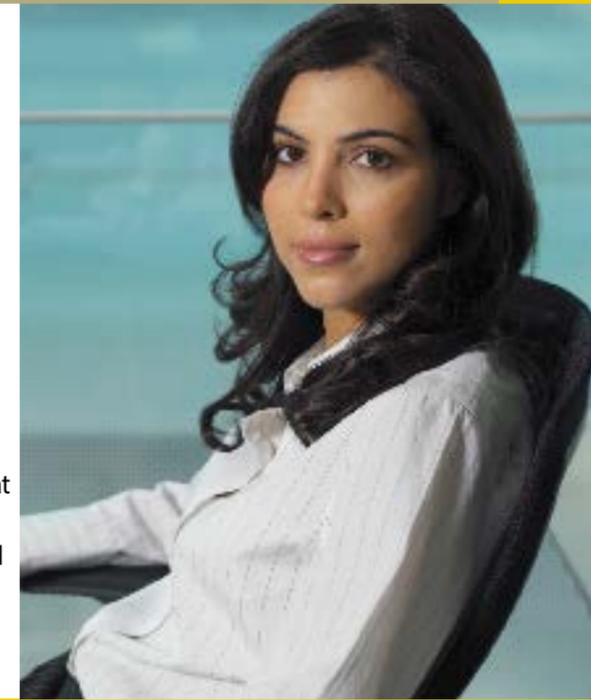
In South Carolina, there are 16 career clusters that you can explore. This issue of Pathways to Success introduces you to one of these clusters. The clusters correspond to different fields within the job market (business, healthcare, the arts, agriculture, manufacturing, etc.).

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.”

## 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.



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### ATTENTION:

#### Parents, Teachers, and Counselors: This Guide Is for You, Too.

This career cluster guide speaks to students about their education and career paths, but you play a critical role by providing guidance as they plan their futures. Read this guide and learn more about the Marketing, Sales, and Service cluster. Then sit down and talk with your child or the student you are advising. Help craft an Individual Graduation Plan, or IGP, that puts that teen on a personal pathway to success (see “What is an IGP?” on page 6).

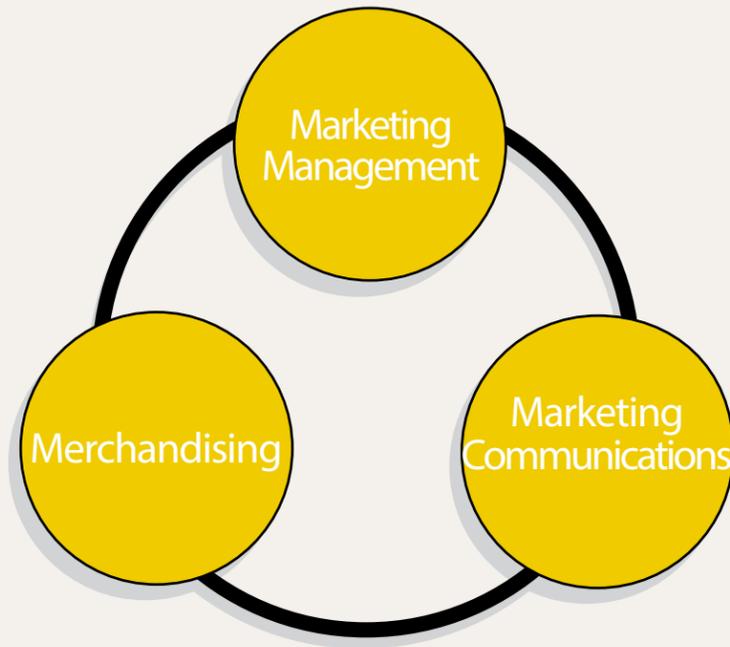


# What Are Career Clusters and Majors?

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



Each cluster consists of career majors, which are based on groups of professions that require similar talents, knowledge, and skills. For example, three majors fall within the Marketing, Sales, and Service cluster (see illustration above). Each major provides required courses, instructions, and experiences necessary to move toward employment in a specific field such as advertising or sales, either right after high school or after additional education in college, the military, or elsewhere.

## A Model Career Cluster System

Career Awareness (Grades K-5)	Grades K-2	<ul style="list-style-type: none"> <li>• Students learn about different kinds of work.</li> <li>• Students are instructed in diversity and gender equity in the workplace.</li> <li>• Students learn about goal setting and decision making.</li> <li>• Students learn what it means to be a good worker.</li> </ul>
	Grades 3-5	<ul style="list-style-type: none"> <li>• Students use career assessment instruments to identify occupations.</li> <li>• Students learn about occupations in the various career clusters.</li> <li>• Students get involved in career guidance classroom activities.</li> </ul>
Career Exploration (Grades 6-8)	6th Grade	<ul style="list-style-type: none"> <li>• Students begin career exploration activities, including identification of learning opportunities in the community.</li> <li>• Students take career assessment instruments.</li> <li>• Students identify jobs within the clusters requiring different levels of education.</li> </ul>
	7th Grade	<ul style="list-style-type: none"> <li>• Students identify the steps of the career decision-making process.</li> <li>• Students identify and explore sources of career information.</li> <li>• Students take career assessment instruments.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> </ul>
	8th Grade	<ul style="list-style-type: none"> <li>• Students pick a cluster of study that they are interested in exploring.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> <li>• Students meet with parents, counselors, teachers, guardians, and legal designees to develop both an academic and career portfolio consistent with their academic and career focus.</li> <li>• Students take career assessment instruments.</li> </ul>
	9th Grade	<ul style="list-style-type: none"> <li>• Students may declare majors and focus their elective choices in particular areas.*</li> <li>• Students review and update their IGPs.</li> <li>• Students take career assessment instruments.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> </ul>
Career Preparation (Grades 9-Postsecondary)	10th Grade	<ul style="list-style-type: none"> <li>• Students should declare a career major.*</li> <li>• Students review and update their IGPs.</li> <li>• Students take career assessment instruments.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> </ul>
	11th Grade	<ul style="list-style-type: none"> <li>• Students review and update their graduation plans, with particular attention to postsecondary goals.</li> <li>• Students take career assessment instruments.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> <li>• Students may change or modify their career majors.</li> </ul>
	12th Grade	<ul style="list-style-type: none"> <li>• Students complete requirements for their majors.</li> <li>• Students receive recognition for completion of career cluster majors at graduation.</li> <li>• Students take career assessment instruments.</li> <li>• Students explore work-based learning activities including service learning, job shadowing, and mentoring.</li> <li>• Students may change or modify their career majors.</li> </ul>
	Postsecondary	<ul style="list-style-type: none"> <li>• Students follow aligned career cluster pathways to a two- or four-year college, the military, other postsecondary education or training, or employment.</li> <li>• Students obtain rewarding entry-level employment within their chosen clusters.</li> <li>• Students continue to refine career choices throughout their lifetimes of learning.</li> </ul>

\* 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



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 and 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.

### n 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, band, clubs, and student organizations such as FBLA and DECA.

### n Step 4: Talk About Your Options With Parents and Counselors

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 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.

### n Step 5: Make Your Choices and Document Your Decisions



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.

### n Step 6: Review and Revise Your IGP Each Year

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.

### n Step 7: Graduate and Move On to Additional Education or Employment

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.

# What is an IGP?

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 experience you need to take your education or career to the next level. Here's what a basic IGP includes:

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.

**Individual Graduation Plan**

Name: Kristian Garcia  
 School: East High School  
 Cluster: Marketing, Sales, and Service  
 Major: Marketing Communications  
 Postsecondary Goal: Bachelor's degree in E-commerce from a four-year college

Required Courses					
English 1	English 2	English 3	English 4	English 5	English 6
Algebra 1	Algebra 2	Geometry	Liberty 1	Advanced Math Topics	Physics
Physical Science	Biology 1	U.S. History	Art	Government/Economics	Debate
Civics Studies	Computer Science	Advertising	Work-Based Learning	Work-Based Learning	Work-Based Learning
Physical Education	Foreign Language				
Computer/Technology	Marketing				

Career Activities: Fulfill Business Leaders of America (BOLA)  
 Work-Based Learning Opportunities: Internship, co-op education, job shadowing

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

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.

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 chosen career major, a field such as Marketing Communications in which you plan to work when you enter the job market.

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.

## 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: SCOIS (Coin Career) Assessment Tests

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.



# 25 Career Choices in Marketing, Sales, and Service

Occupation	SC Salary	Job Growth <sup>1</sup>	Education Required <sup>2</sup>	Career Readiness Certificate Level <sup>3</sup>	Description
Sales Engineer	\$67,860	5.8%	BD	gold	Markets his or her company's products to retail establishments, government agencies, and other institutions.
Advertising Account Executive	\$63,830	12.4%	BD	gold	Creates ads for newspapers, magazines, and TV to help sell clients' products.
Advertising Director	\$63,830	11.7%	BD	gold	Supervises the day-to-day activities of producing advertising campaigns.
Transportation Manager	\$58,570	9.3%	OJT, AD, BD	gold	Arranges for the transporting of raw materials to company production areas and finished products to customers, warehouses, or storage areas.
Purchasing Agent	\$57,500	4.4%	AD, BD	gold	Coordinates the activities that are involved with procuring goods and services, such as raw materials and equipment, for an organization or business.
Pharmaceutical Sales Representative	\$56,140	7.7%	BD	gold	Promotes the use of legal drugs and other pharmaceutical products to physicians, dentists, hospitals, and retail drug stores.
Technical Sales Representative	\$56,140	7.7%	AD	gld	Sells various goods and services to retail, industrial, and commercial firms and institutions.
Clothes Designer	\$55,460	NA	AD, BD	silver	Designs clothing and accessories.
Wholesale Sales Representative	\$52,860	8.1%	OJT, AD	silver	Sells products for wholesalers to retailers, schools, hospitals, and other businesses.
Manufacturer's Representative	\$49,580	8.2%	OJT, AD, BD	gold	Interests wholesale and retail buyers in the product that he or she is selling.
Wholesale Retail Buyer	\$46,380	7.9%	AD, BD	gold	Selects, orders, and purchases merchandise to be sold by his or her employer.
Market Research Analyst	\$45,600	12.5%	BD	gold	Collects data and information that will assist companies in decision making regarding their products and services.
Services Sales Representative	\$42,880	9.1%	AD, BD	gold	Sells a wide variety of services through understanding of and ability to discuss the services his or her company offers.
Research Assistant	\$41,250	NA	BD, MA	gold	Plans, conducts, and participates in basic and applied research activities in all fields of human knowledge and endeavor.
Public Relations Specialist	\$38,790	13.9%	AD, AP, BD	gold	Plans and conducts public relations programs to promote products, ideas, companies, or people.
Advertising Agent	\$37,030	10.5%	BD	silver	Plans advertisement programs to generate sales and/or services for customers.
Production Coordinator	\$36,060	2.6%	AD	silver	Prepares production schedules and coordinates and expedites the flow of work within or between departments of manufacturing plants.
Interior Designer	\$35,150	9.9%	AD, BD	gold	Develops ways to make the best use of interior space while at the same time making the space attractive.
Retail Store Sales Manager	\$34,910	4.9%	OJT, HS, AP	gold	Plans and controls some or all of the sales activities of retail organizations, stores, and departments.
Customer Service Representative	\$27,410	12.7%	OJT, HS	silver	Provides customer support by answering questions or listening to and taking action on customer complaints.
Shipping and Receiving Clerk	\$26,480	6.9%	HS	silver	Prepares products for shipment; receives, unpacks, and examines shipped goods and verifies the completeness of shipments.
Retail Salesperson	\$22,970	9.5%	OJT, HS	silver	Sells merchandise of all kinds to customers, using detailed knowledge of the specific characteristics of the merchandise.
General Office Clerk	\$22,650	14.7%	HS	silver	Performs various work, including typing; filing; operating computer terminals, photocopiers, and calculators; and answering and relaying telephone calls.
Freight, Stock, and Material Mover	\$21,950	11.9%	OJT	bronze	Performs various tasks involved in loading, unloading, and moving baggage, freight, and all types of materials.
Merchandise Displayer	\$21,850	3.5%	OJT, HS, AD	silver	Designs, builds, and arranges displays of merchandise in efforts to attract the attention of prospective buyers.

## 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 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
- DD — Doctorate degree

Source: [www.salary.com](http://www.salary.com)

<sup>1</sup> The expected percentage increase or decline in the number of positions in the profession in South Carolina through 2008.

<sup>2</sup> The minimum educational attainment required to enter the profession; occupations may have different entry-level jobs for those with different degrees.

<sup>3</sup> The South Carolina Career Readiness Certificate demonstrates to employers that you have the skills necessary to be successful in your chosen occupation. For more information on the CRC in South Carolina go to [www.WorkReadySC.org](http://www.WorkReadySC.org).

# Calling All Salespeople

Start training for a future in Marketing, Sales, and Service.

## Building Your Foundation

Any career path needs a solid foundation. Here's a look at the core courses you will need for success in this career cluster:

- **Science:** Biology, physics, and chemistry are all required course work for Marketing, Sales, and Service. To be effective communicators, you must know how things work, which is why these science courses are important.
- **Math:** A career in communications certainly requires a depth of knowledge in numbers. You have to be prepared to create and meet budgets, so algebra, geometry and pre-calculus are good choices.
- **English:** Probably the most important core courses for a communicator, English courses are required for every year of high school.
- **Social Studies/History:** Sometimes knowing what has gone on in an area or what is currently happening can allow you to relate to people in a way you wouldn't have otherwise. This is why courses such as U.S. history and economics are important.
- **Modern or Classical Language:** Language can be a huge barrier when trying to communicate. That's why it's important to take at least one course in a modern or classical language.
- **Arts:** Let's face it, most people heading down this career pathway are interested somehow in how things look. Expression through art is a key requirement for people who want to become a part of the Marketing, Sales, and Service cluster. Make sure you graduate with at least one unit if you plan to continue your course work in college.

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 e-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 Management

Entrepreneurs are driven by a desire to be different, to succeed against all odds based on little more than an idea and confidence that their education, knowledge, and experience will turn it into a successful enterprise. It is a high-risk, high-reward experience that not many people can tolerate. Management positions provide those with leadership abilities a venue to succeed in business environments.

Required Core for Graduation	Sample Core Choices			
	For additional college entrance requirements, refer to the college of your choice.			
	9	10	11	12
English* Four Units Required	English 1	English 2	English 3	English 4
Math* Four Units Required	Algebra 1 or Math for the Technologies 1	Geometry or Math for the Technologies 2	Algebra 2 or Math for the Technologies 3	Pre-Calculus or Math for the Technologies 4
Science* Four Units Required	Physical Science	Biology or Applied Biology	Chemistry or Chemistry for the Technologies	Physics or Physics for the Technologies
Social Studies Three Units Required	Global Studies 1 or World Geography	Global Studies 2 or Social Studies Elective or World History	U.S. History	Economics/Government
Additional State Requirements	Physical Education or JROTC (one unit) Computer Science (one unit) Electives (seven units)		Pass High School Assessment CTE or Modern or Classical Language (one unit) Art (one unit)	

Courses for Major (Minimum of four credits required)	Complementary Course Work	Extended Learning Opportunity Options Related to Major
Marketing Marketing Management Plus two or more of the following: Accounting 1 and 2 Business Law E-Commerce Entrepreneurship Hospitality Management and Operations 2 Integrated Business Applications 1 and 2 Sports and Entertainment Marketing 2 Virtual Enterprise 1, 2, 3, 4 Work-Based Credit (Management)	Computer Applications 1 and 2 Global Markets Hospitality Management and Operations 1 International Business and Marketing Sports and Entertainment Marketing 1 Professional and Leadership Development Technical Writing Modern or Classical Language	Career Mentoring Shadowing Internship Cooperative Education Senior Project

Professional Opportunities Upon Graduation		
High School Diploma Bank Teller Customer Service Representative Sales Associate	Additional Training to 2-year Degree Assistant Store Manager Customer Service Supervisor Office Manager General Manager	4-year Degree & Higher Educator Entrepreneur Chief Executive Officer Marketing Manager

\*Course selection will depend on satisfying prerequisites.

## 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.

Required Core for Graduation	Sample Core Choices For additional college entrance requirements, refer to the college of your choice.			
	9	10	11	12
English* Four Units Required	English 1	English 2	English 3	English 4
Math* Four Units Required	Algebra 1 or Math for the Technologies 1	Geometry or Math for the Technologies 2	Algebra 2 or Math for the Technologies 3	Pre-Calculus or Math for the Technologies 4
Science* Four Units Required	Physical Science	Biology or Applied Biology	Chemistry or Chemistry for the Technologies	Physics or Physics for the Technologies
Social Studies Three Units Required	Global Studies 1 or World Geography	Global Studies 2 or Social Studies Elective or World History	U.S. History	Economics/Government
Additional State Requirements	Physical Education or JROTC (one unit) Computer Science (one unit) Electives (seven units)		Pass High School Assessment CTE or Modern or Classical Language (one unit) Art (one unit)	

Courses for Major (Minimum of four credits required)	Complementary Course Work	Extended Learning Opportunity Options Related to Major
Marketing Advertising Plus two or more of the following: Desktop Publishing E-Commerce Global Markets International Business and Marketing Virtual Enterprise 1, 2, 3, 4 Sports and Entertainment Marketing 1 Web Page Design and Development 1 and 2 Work-Based Credit (Advertising)	Business and Electronic Communications Computer Applications 1 and 2 Entrepreneurship Integrated Business Applications 1 and 2 Introduction to Business and Marketing Marketing Management Sports and Entertainment Marketing 2 Technical Writing Modern or Classical Language	Career Mentoring Shadowing Internship Cooperative Education Senior Project

Professional 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 Retail Buyer 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.

## 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.

Required Core for Graduation	Sample Core Choices For additional college entrance requirements, refer to the college of your choice.			
	9	10	11	12
English* Four Units Required	English 1	English 2	English 3	English 4
Math* Four Units Required	Algebra 1 or Math for the Technologies 1	Geometry or Math for the Technologies 2	Algebra 2 or Math for the Technologies 3	Pre-Calculus or Math for the Technologies 4
Science* Four Units Required	Physical Science	Biology or Applied Biology	Chemistry or Chemistry for the Technologies	Physics or Physics for the Technologies
Social Studies Three Units Required	Global Studies 1 or World Geography	Global Studies 2 or Social Studies Elective or World History	U.S. History	Economics/Government
Additional State Requirements	Physical Education or JROTC (one unit) Computer Science (one unit) Electives (seven units)		Pass High School Assessment CTE or Modern or Classical Language (one unit) Art (one unit)	

Courses for Major (Minimum of four credits required)	Complementary Course Work	Extended Learning Opportunity Options Related to Major
Marketing Merchandising Plus two or more of the following: Fashion Merchandising E-Commerce Global Markets International Business and Marketing Sports and Entertainment Marketing 1 Web Page Design and Development 1 and 2 Work-Based Credit (Merchandising)	Accounting 1 and 2 Business Law Computer Applications 1 and 2 Desktop Publishing Entrepreneurship Integrated Business Applications 1 and 2 Marketing Management Sports and Entertainment Marketing 2 Modern or Classical Language	Career Mentoring Shadowing Internship Cooperative Education Senior Project

Professional Opportunities Upon Graduation		
High School Diploma Sales Associate Customer Service Representative Visual/Creative Display Artist	Additional Training to 2-year Degree Operations Manager Sales Manager Department Manager	4-year Degree & Higher Educator Store Manager Retail Marketing Coordinator Merchandising Manager

\*Course selection will depend on satisfying prerequisites.



## Higher Education Is Affordable

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

### Marketing, Sales, & Service

If you think a career in Marketing, Sales, 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 country's most successful businesspeople learned the basics of sales while still teenagers. To succeed in the field, you must be goal-oriented and be able to work independently and as part of a team. But even if you decide not to pursue a career in Marketing, Sales, and Service, the skills you will have learned will be very beneficial throughout your educational and professional careers. Professional salespeople can have financially rewarding careers, but the ability to "sell" is important no matter what career you choose. No one can promote your abilities better than you can, so learn how to develop this skill.

Like to shop? Imagine shopping for a living. There are exciting careers you can explore such as being buyer for a retail store.

Are 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.

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>

South Carolina Marketing Colleges and Universities  
<http://www.uscollegesearch.org/south-carolina-marketing-colleges.html>

### Grants

#### Federal Programs

- 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](http://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 21 participating independent (private) colleges. Up to \$3,200 is available annually. For additional information, visit [www.sctuitiongrants.com](http://www.sctuitiongrants.com).

### 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 Teaching Fellows Program: Designed to recruit talented high school seniors into the teaching profession. Up to \$6,000 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](http://www.che.sc.gov).

SOUTH CAROLINA  
**Student Loan**

For additional loan information, visit the Web site at [www.scstudentloan.org](http://www.scstudentloan.org) or call 1-800-347-2752.

### 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, 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 Assistance 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.

## 10 Highest-Paying Marketing, Sales, and Service Professions

Occupation	Salary
1. Sales Engineer	\$67,860
2. Advertising Account Executive	\$63,830
3. Advertising Director	\$63,830
4. Transportation Manager	\$58,570
5. Purchasing Agent	\$57,500
6. Technical Sales Representative	\$56,140
7. Wholesale Sales Representative	\$52,860
8. Wholesale and Retail Buyer	\$46,380
9. Market Research Analyst	\$45,600
10. Insurance Sales Agent	\$44,500

Based on annual mean salary in South Carolina. Source: SCOIS

## 10 Fastest-Growing Marketing, Sales, and Service Professions

Occupation	Job Growth
1. Public Relations Specialist	13.9%
2. Customer Service Representative	12.7%
3. Market Research Analyst	12.5%
4. Advertising Account Executive	12.4%
5. Advertising Director	11.9%
6. Advertising Agent	10.6%
7. Retail Salesperson	9.5%
8. Transportation Manager	9.3%
9. Services Sales Representative	9.1%
10. Manufacturer's Representative	8.2%

Based on expected growth in percentage of jobs available between 2001 and 2008 in South Carolina. Source: SCOIS



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](http://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 so 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 coursework will allow you to meet other students with your same interests, compare how your studies are going, and most importantly, allow yourself 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](http://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 a positive working relationship 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](http://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 Web site 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  
[www.state.sc.us/edu/univcoll.html](http://www.state.sc.us/edu/univcoll.html)
- South Carolina Technical Colleges  
[www.scteched.tec.sc.us](http://www.scteched.tec.sc.us)
- South Carolina Independent Colleges/Universities  
[www.scicu.org](http://www.scicu.org)



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.

### n College Bound

Many of the state's four-year institutions offer bachelor's degrees and graduate degrees in a number of fields that match up with your Marketing, Sales, and Service career cluster. The University of South Carolina has degrees in Retailing (with an emphasis in Retail Management or Fashion Merchandising) and Sport and Entertainment Management within their College of Hospitality, Retail, and Sports Management. USC's School of Journalism and Mass Communications is also well-known for its Advertising, Journalism, and Public Relations degrees. Clemson University provides a Graphic Communications degree for both undergraduates and graduates, and Claflin University offers a bachelor's degree in Marketing and Marketing Management.

### n 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.

### n 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 [www.usace.army.mil](http://www.usace.army.mil) (U.S. Army Corps of Engineers), [www.goarmy.com](http://www.goarmy.com) (Army), [www.navy.com](http://www.navy.com) (Navy), [www.uscg.mil](http://www.uscg.mil) (Coast Guard), [www.airforce.com](http://www.airforce.com) (Air Force), and [www.marines.com](http://www.marines.com) (Marines).

## 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 for 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 [www.deca.org](http://www.deca.org).

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. [Finaid.com](http://Finaid.com) and [fastweb.com](http://fastweb.com) 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
English/Language Arts	4
Mathematics	4
Science	3
U.S. History and Constitution	1
Economics	0.5
U.S. Government	0.5
Other Social Studies	1
Physical Education or Junior ROTC	1
Computer Science	1
Modern or Classical Language or Career and Technology Education	1
Electives	7
<b>Total *</b>	<b>24</b>

\* Must pass the exit examination.

## State Certificate

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

\* Must have failed to meet the standard on all subtests of the exit examination.

## College Entrance

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



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# 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](http://www.aaf.org)
- American Association of Advertising Agencies, [www.aaaa.org](http://www.aaaa.org)
- American Marketing Association, [www.marketingpower.com](http://www.marketingpower.com)
- Public Relations Student Society of America, [www.prssa.org](http://www.prssa.org)
- International Association of Business Communicators, [www.iabc.com](http://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

- Career Guidance Model, [www.careerguidancemodel.org](http://www.careerguidancemodel.org)
- South Carolina Chamber of Commerce, [www.sccchamber.net](http://www.sccchamber.net)
- South Carolina Commission on Higher Education, [www.che400.state.sc.us](http://www.che400.state.sc.us)
- South Carolina Employment Security Commission, [www.sces.org](http://www.sces.org)
- South Carolina Higher Education Tuition Grants Commission, [www.scutuitiongrants.com](http://www.scutuitiongrants.com)
- South Carolina Independent Colleges and Universities, [www.scicu.org](http://www.scicu.org)
- South Carolina Occupational Information System, [www.scois.net](http://www.scois.net)
- South Carolina Public Colleges and Universities, [www.state.sc.us/edu/univcoll.html](http://www.state.sc.us/edu/univcoll.html)
- South Carolina Technical College System, [www.sctechsystem.com](http://www.sctechsystem.com)
- WorkKeys, [www.workreadysc.org](http://www.workreadysc.org)

### Outside South Carolina

- America's Career Resource Network Association, [www.acrna.net](http://www.acrna.net)
- Career Communications, Inc., [www.carcom.com](http://www.carcom.com)
- Armed Services Vocational Aptitude Battery (ASVAB), [www.todaysmilitary.com/app/tm/nextsteps/asvab](http://www.todaysmilitary.com/app/tm/nextsteps/asvab)
- Career Interests Game, [career.missouri.edu/students/explore/thecareerinterestsgame.php](http://career.missouri.edu/students/explore/thecareerinterestsgame.php)
- Career Key, [www.careerkey.org](http://www.careerkey.org)
- Coin Career College System, [community.coin3.com](http://community.coin3.com)
- College Board, [www.collegeboard.com](http://www.collegeboard.com)
- Holland's Self-Directed Search, [www.self-directed-search.com](http://www.self-directed-search.com)
- Kuder, [www.sc.kuder.com](http://www.sc.kuder.com)
- Mapping Your Future, [www.mapping-your-future.org](http://www.mapping-your-future.org)
- National Career Development Association, [www.ncda.org](http://www.ncda.org)
- O\*NET Online, [online.onetcenter.org](http://online.onetcenter.org)
- Occupational Outlook Handbook, [www.bls.gov/oco](http://www.bls.gov/oco)
- The Princeton Review, [www.review.com](http://www.review.com)
- Salary Information, [www.salary.com](http://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.

Note: Local South Carolina schools and districts may choose to use fewer career clusters, clusters that are organized differently, or clusters with alternative names.

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Find more information on Marketing, Sales, and Service education and career planning.



## Career Guidance Information Sources

Check out these comprehensive sources of career and education information, which are available through your school or public libraries:

SCOIS (South Carolina Occupational Information System)— [www.scois.net](http://www.scois.net). An electronic database of information about careers, salaries, job requirements, educational options, scholarships, and more.

O\*NET (Occupational Information Network)— [online.onetcenter.org](http://online.onetcenter.org). A national occupational information database that helps students make informed decisions about education, training, career choices, and work.

COIN (Coin Career Guidance System)— [community.coin3.com](http://community.coin3.com). A comprehensive software program with career and college planning information, especially for South Carolina students.

WorkKeys— [www.workreadysc.org](http://www.workreadysc.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— [sc.kuder.com](http://sc.kuder.com). A comprehensive online college and career planning system with links to government and educational information and organizations.



# Knowledge. Pass it on.

Education: It's the passing of knowledge, skills, and values from one generation to the next. So where will the next generation learn their ABCs? Or how to design sustainable buildings? Or to master foreign languages, like Spanish and Mandarin Chinese, so they can compete in a global economy? They learn from educators — people with knowledge and experience in every walk of life who make the time to share their knowledge. They learn from people like you.

Learn more at: [www.cerra.org](http://www.cerra.org).



General Information

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Employers

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(888) 717-9461 • [www.w-win.com](http://www.w-win.com)