

COLLEGE: Sinclair College

ODE CAREER FIELD: Marketing

ODE PATHWAY: Marketing

SINCLAIR PROGRAM: Digital Marketing Communications

34 Credit Hours - One Year Technical Certificate

MRK.S.CRT

HIGH SCHOOL	Freshman	English I (1)	Algebra & Geometry or Algebra I (1)	Physical Science (1)	Social Studies (1)	Health (.5) P E (.5)	Career Field Exploration	Fine Arts/Humanities Elective (1)
	Sophomore	English II (1)	Geometry or Algebra II (1)	Biology or Life Science (1)	US History (1)	Technology: Word, PowerPoint, & Excel (.5) Art (.5)	Career Pathway Foundation	Fine Arts/Humanities Elective (1)
	Junior	English III (1)	Algebra II / Adv Algebra II & Trigonometry (1)	Chemistry (1)	US Govt (.5) Economics and Financial Literacy Social Studies Elective (.5)	Career Tech Marketing (1)	Career Tech Marketing (1)	Career Tech Marketing (1)
	Senior	English IV (1)	College Math or Calculus (1)	Human Biology -Anatomy (1)	Psychology, Sociology or Social Studies Elective (1)	Career Tech Marketing (1)	Career Tech Marketing (1)	Career Tech Marketing (1)

Take ACT, SAT, or required Sinclair placement test. Visit Sinclair academic advising. Earn high school diploma. Complete pathway as designed.

COLLEGE	1st Semester	GEO 1107 Introduction to Geographic Info. Systems (GIS) (4)	● MRK 2102 Principles of Advertising (3)	MAN 2150 Management & Organizational Behavior (3)				
	2nd Semester	MAN 1107 Foundations of Business (3)	MRK 2145 Principles of Retailing (3)	MRK 2135 Digital Marketing (3)	MRK 2100 Foundations of Marketing OR ● MRK 2101 Principles of Marketing Management (3)			
	3rd Semester	MRK 2230 Social Media & Consumer Engagement (3)	MAN 2270 Management Internship (3)	MAN 2155 Management Info. Systems (3)	● COM 2206 Interpersonal Communication OR ● COM 2225 Small Group Communication (3)			

● = Courses guaranteed to transfer to Ohio's public institutions of higher education

■ Indicates eligible college course opportunities via Proficiency credit or Articulated Award credit.

■ Indicates Career-Technical Assurance Guides (CTAG)-approved transfer credit. The high school or career center is responsible for sending the proper documentation, along with the Verification of Course/Program Completion form to the college in order for credits to be posted on a student's transcript.

Required Courses (credit hours)

Recommended Elective Courses

revised 09/22/17

Please note: This template does not provide department approved course sequences for students to follow. That is, the courses may be presented out of order. It is best for students to consult with an academic advisor in order to plan a semester by semester course schedule in order to meet the requirements for their certificates and degree programs.