

COLLEGE: Sinclair College

ODE CAREER FIELD: Marketing

ODE PATHWAY: Marketing

SINCLAIR PROGRAM: **Digital Marketing Technologies**

31 Credit Hours - One Year Technical Certificate

MRKTEC.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	BIS 1120 Introduction to Software Application (3)	CIS 1350 Web Site Development with HTML & CSS (3)	MAN 2270 Management Internship (3)	■ MRK 2102 Principles of Advertising (3)			
	2nd Semester	MRK 2135 Digital Marketing (3)	MAN 1107 Foundations of Business (3)	MRK 2230 Social Media & Consumer Engagement (3)	MRK 2236 Consumer Behavior (3)			
	3rd Semester	VIS 1140 Design Processes I (4)	MRK 2100 Foundations of Marketing (3)	MRK 2101 Principles of Marketing Management (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 07/03/18

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.