



# Save Time and Money in College

## The Steps to Start Planning Your Future NOW through ROP Classes!



### Marketing, Sales and Service

**High School Students  
Follow the Steps Below**

**Step 1**

**When:** Freshman Year High School  
**Class:** Intro to Business Careers (GHS students only)

**Step 2**

**When:** Sophomore Year High School  
**Class:** Sports and Entertainment Marketing

**Step 3**

**When:** Junior Year High School  
**Class:** Integrated Marketing Communications

**Step 4**

**When:** Senior Year High School  
**Class:** Economics of Business Ownership

**College Credits/Units Earned**  
**Time saved=** approx. 30 weeks  
**Money saved –** approx. \$450-\$5000

\*Credits based on your academic performance during the duration of the class.

**Option A**

**Where:** Las Positas College  
**What:** AA/AS Degree...  
• Marketing  
**Credits are also Transferrable to UC/CSU**

**Option B**

**Where:** Diablo Valley College  
**What:** AA/AS Degree...  
• Business Marketing  
• Business Information Mgmt.  
• Business Accounting  
**Credits are also Transferrable to UC/CSU**

**Option C**

**Where:** Chabot College  
**What:** AA/AS Degree...  
• Business  
**Credits are also Transferrable to UC/CSU**

**2-Year College Pathway**

**Step 5**  
Option 1

**Action Required: Obtain transcript  
from articulated Community College**

**Step 6**

**Transfer Pathway**

**Option A (Example)**

**Where:** UC San Diego  
**What:** BA Degree...  
• Economics  
• International Studies  
• Management Science

**Option B (Example)**

**Where:** CSU Fullerton  
**What:** BA Degree...  
• Business Administration  
• International Business

**Option C (Example)**

**Where:** University of the Pacific  
**What:** BA Degree...  
• Business Administration  
• Economics

**4-Year College Pathway**

**Step 5**  
Option 2

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## Marketing, Sales and Service

The Marketing, Sales and Service Sector translates into high paying jobs for individuals with post-secondary education.



Marketing



Sales



Service

## Where can this pathway take you...?



Data based on median range of job descriptions

### JOBS

(Not Inclusive)

Accountants  
 Advertising and Promotions Managers  
 Bankers  
 Commodities Manager  
 Financial Planners  
 Fundraising Managers  
 Marketing Analysts  
 Marketing Managers  
 Marketing Specialists  
 Public Relations Managers  
 Sales Analysts  
 Sales Managers

**\$17.00/hr.**

California  
 Entry Level Wage

**\$115,270 Annual  
 Earnings**

**\$31.72/hr.**

Median Wage with 2-year degree  
 or certification

**\$61.12/hr.**

Median Wage with 4-year degree

## Earn College Credits, Save Money, Save Time, Enroll in ROP!

Students who would like to get a jump on their post-secondary education in high school and start earning college credits can choose from Tri-Valley ROP classes in the Marketing, Sales and Service Sector.

Introduction to Business Careers (GHS Students ONLY)

### Economics of Business Ownership

- Up to 7 college credits available
- UC Approved "g" (College Preparatory Elective)
- Social Media Marketing Certification

### Integrated Marketing Communications

- Up to 7 college credits available
- UC Approved "g" (College Preparatory Elective)
- Social Media Marketing Certification

### Sports & Entertainment Marketing

- Up to 4 college credits available
- UC Approved "g" (College Preparatory Elective)
- Social Media Marketing Certification