Pleasanton Unified School District
Marketing, Sales and Service Industry Sector

Entrepreneurship/Professional Sales & Marketing Career Pathway

English

Algebra, Geometry, or Math 1

ROP Marketing
(CREDIT BY EXAM FOR BUSN 59, BUSN 95, BUSN 96)

ROP Intro to Sports & Entertainment Marketing
OR
ROP Sports & Entertainment Marketing

ROP Entrepreneurship

ROP Economics of Business Ownership
UC Approved
(CREDIT BY EXAM FOR BUSN 59, BUSN 95, BUSN 96)

Las Positas College
BUSN 59 – Economics
BUSN 105A Accounting
Business Law
Entrepreneurship Upper Division Mkt.

Careers Requiring Less than a Baccalaureate Degree
Customer Service Rep.
Telemarketer
Office Assistant

Careers Requiring a Baccalaureate Degree
CEO/Franchisee
Marketing/Sales Manager