



Transportation, Distribution and Logistics: Sales and Service

Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty

This Career Pathway Plan of Study (based on the Sales and Service Pathway of the Transportation, Distribution and Logistics Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Sales and Service Pathway	SAMPLE Occupations Relating to This Pathway
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>								
SECONDARY	9	English/ Language Arts I	Algebra I or Geometry	Biology	State History Civics	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	<ul style="list-style-type: none"> • Introduction to the Transportation, Distribution and Logistics Industry • Information Technology Applications 	<ul style="list-style-type: none"> ► Cargo and Freight Agent ► Cashier, Counter and Rental Clerk ► Customer Order and Billing Clerk ► Customer Service Manager ► Customer Service Representative ► Marketing Manager ► Reservation, Travel and Transportation Agent/Clerk ► Sales Manager ► Sales Representative for Transportation/Logistics Services
	10	English/ Language Arts II	Geometry or Algebra II	Chemistry	U.S. History		<ul style="list-style-type: none"> • Health, Safety and Security in the Transportation Industry 	
	11	English/ Language Arts III	Algebra II or Pre-Calculus or Trigonometry	Physics	World History Economics		<ul style="list-style-type: none"> • Transportation, Distribution and Logistics Systems • Technological Systems 	
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>							
	12	English/ Language Arts IV	Pre-Calculus or Trigonometry or AP Calculus Statistics	AP Science	World Geography or AP History	<ul style="list-style-type: none"> • Ethics and Legal Issues • Transportation Marketing 		
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.</i>								
POSTSECONDARY	Year 13	English Composition English Literature	Business Calculus or Operations Research Statistics	Chemistry	American Government Psychology	All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	<ul style="list-style-type: none"> • Sales and Service Operations Management 	
	Year 14	Speech/ Oral Communication	Computer Fundamentals of Technology	Biological Science Physics	American History Geography		<ul style="list-style-type: none"> • Customer Service Strategies 	
	Year 15	Continue courses in the area of specialization.					<ul style="list-style-type: none"> • Continue Courses in the Area of Specialization 	
	Year 16						<ul style="list-style-type: none"> • Complete Sales and Service Major (4-Year Degree Program) 	

Creating Your Institution's Own Instructional Plan of Study

With a team of partners (secondary/postsecondary teachers and faculty, counselors, business/industry representatives, instructional leaders, and administrators), use the following steps to develop your own scope and sequence of career and technical courses as well as degree major courses for your institution's plan of study.

- 1** Crosswalk the Cluster Foundation Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=97>) to the content of your existing secondary and postsecondary programs/courses.
- 2** Crosswalk the Pathway Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=81>) to the content of your existing secondary/postsecondary programs and courses.
- 3** Based on the crosswalks in steps 1 and 2, determine which existing programs/courses would adequately align to (cover) the knowledge and skills. These programs/courses would be revised to tighten up any alignment weaknesses and would become a part of a sequence of courses to address this pathway.
- 4** Based on the crosswalks in steps 1 and 2, determine what new courses need to be added to address any alignment weaknesses.
- 5** Sequence the **content** and **learner outcomes** of the existing programs/courses identified in step 3 and new courses identified in step 4 into a course sequence leading to preparation for all occupations within this pathway. (See list of occupations on page 1 of this document.)
- 6** The goal of this process would be a series of courses and their descriptions. The names of these courses would be inserted into the *Career and Technical Courses* column on the Plan of Study on page 1 of this document.
- 7** The SAMPLE on page 4 is a **sample result** of steps 1-6, and these course titles are inserted into the Plan of Study on page 1 of this document.
- 8** Crosswalk your state academic standards and applicable national standards (e.g., for mathematics, science, history, language arts, etc.) to the sequence of courses formulated in step 6.

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SAMPLE Sequence of Courses for ► Instructional Leaders ► Administrators ► Counselors ► Teachers/Faculty

SAMPLE

Below are suggested courses that could result from steps 1-6 above. However, as an educational institution, course titles, descriptions and the sequence will be your own. This is a good model of courses for you to use as an example and to help you jump-start your process. Course content may be taught as concepts within other courses, or as modules or units of instruction.

The following courses are based on the Cluster Foundation Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=97>. These skills are reinforced through participation in student organization activities.

#1

Introduction to the Transportation, Distribution and Logistics Industry: Students will be introduced to the broad array of occupations in the Transportation, Distribution and Logistics Career Cluster by exploring these careers and examining how they match their personal interests and aptitudes. Students will develop personal career plans, practice leadership and teamwork skills, and complete steps to prepare for employment application, interview and employment. Participation in student activities will reinforce these cluster knowledge and skills. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

#2

Information Technology Applications: Students will use technology tools to manage personal schedules and contact information, create memos and notes, prepare simple reports and other business communications, manage computer operations and file storage, and use electronic mail and Internet applications to communicate, search for and access information.

The following courses are based on the Cluster Foundation Knowledge and Skills as well as the Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=81>. These skills are reinforced through participation in student organization activities.

#3

Health, Safety and Security in the Transportation Industry: Students will study the major regulatory areas of transportation, distribution and logistics (TDL) as well as related government laws and regulations including hazardous materials management. Students will explain how TDL organizations can promote improved health, safety, and environmental performance and demonstrate personal commitment to personnel policies and procedures.

#4

Transportation, Distribution and Logistics Systems: This course focuses on the role and major functions of a TDL organization. Students will learn the major measures used by a TDL organization to manage and improve performance, including cost performance and efficiency; explain the impact of economic, social and technological changes on a TDL organization; and explain the role of risk management in reducing risk and improving performance. Students will develop skills for managing customer relationships, developing and managing plans and budgets, and developing plans to improve organizational performance.

#5

Technological Systems: Students will study the role and function of necessary transportation-related technological systems, will learn the importance of measuring and managing the reliability and performance of technological systems, will evaluate and select technological systems, and will recommend the best systems in terms of use and performance. Students will have hands-on experience using equipment and machines used to control electromechanical devices as well as geographic information systems software. Workplace learning experiences will be included.

#6

Ethics and Legal Issues: Students will demonstrate awareness of legal responsibilities for different roles and functions within organizations, recognize differences in ethical and legal responsibilities, apply ethical reasoning to different workplace situations, and identify different strategies for responding to unethical or illegal actions of individuals and organizations.

The following courses expose students to Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=81> and should include appropriate student activities.

#7

Transportation Marketing: Students will develop skills in selling logistics and transportation products and services including third-party logistics. Specifically they will learn strategies for establishing good customer relations; determining customer needs; explaining appropriate products, services and pricing; and assisting the customer in making the decision, closing the sale, and completing the sales transaction.

#8

Sales and Service Operations Management: Course content describes procedures for managing sales and service operations in occupations related to transportation, distribution and logistics. Students will learn how to determine sales growth opportunities for new products and services as well as how to develop plans to meet sales goals with existing products and services.

#9

Customer Service Strategies: The focus of this course is on the steps required for providing ongoing customer service including concepts of conflict resolution, performance management and objectives, and how to interface with both internal and external customers.



Notes

A large rectangular area with horizontal stripes, alternating between light purple and light green, intended for taking notes.