

Focusing Education on the Future!



CAREER PATHWAY PROFESSIONAL SALES & MARKETING

Dual or Tech/Career Seal

Employees in Professional Sales and Marketing careers are involved in the transfer of goods and services, in the economy, to businesses as well as to the individual consumer.

Major Courses

Students must take **THREE** pathway concentration courses and **ONE** additional pathway elective course.

Pathway Concentration Courses (3):

- Advanced Marketing*
- Business Essentials
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- Legal Environment of Business
- Marketing Principles (Required)
- Professional Sales & Promotion (Required)

Pathway Elective Courses (1):

- Apprenticeship/Internship
- E-Marketing (formerly Marketing via the Internet)
- International Business & Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Sports & Entertainment Marketing
- Other Pathway Concentration Course

Other Recommended Courses

- Dramatic Arts
- Math Money Management
- Modern Language
- Psychology
- Sociology
- Speech

Post-Secondary Degrees, Diplomas & Certificates

Technical Colleges

- Food & Beverage Management
- Hotel Management
- Marketing Management
- Marketing Specialist
- Travel Agency Operations

Colleges/Universities

- Business Administration
- Entrepreneurship
- Management
- Marketing
- Sales-Professional



Inbound Call Manager
Client Relationship Manager
Key Account Manager
Sales Engineer
Retail Sales Specialist
Manufacturer's Representative
Brokers /Agent
Solutions Advisor

Channel Sales Manager
Business Development Manager
National Account Manager
Sales Executive
Outside Sales Representative
Salesperson
Customer Service Representative
Sales/Marketing Associate

Regional Sales Manager
Territory Representative/Manager
Account Executive
Technical Sales Specialist
Industrial Sales Representative
Field Marketing Representative
Field Representative
Telemarketer

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EMPLOYMENT OUTLOOK

Sales positions in all sectors account for more than eight million jobs. Sales positions are expected to grow over the coming decade; however, the growth is concentrated in the lower-level positions. Earnings vary widely by industry, by occupation, by type and level of responsibilities, and by experience.