# 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

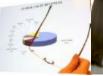
- **Business** Administration
- Entrepreneurship
- Management
- Marketing
- Sales-Professional















**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.