

# Career Clusters & Pathways



Focusing Education on the Future!

# Preparing for Success in Marketing Sales & Service





- Prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives
- 16 million jobs in sales and related occupations
- Advertising, marketing, promotions, public relations and sales managers hold more than 700,000 jobs.
- Over 300,000 high-paying management positions are likely to be available over the next decade.

# Necessary Skills and Traits

- Solid background in math, communications, and technical skills
- Knowledgeable in their subject
- Ability to communicate with others
- Education and training can be obtained in high schools, technical colleges, two-year community colleges, four-year colleges/universities, and career technical schools/institutes.

# Preparing for Success in Marketing Sales & Service

**Buying & Merchandising**  
**E-Marketing**  
**Management & Entrepreneurship**  
**Marketing Communications & Promotion**  
**Marketing Information Management & Research**  
**Professional Sales & Marketing**



Career Cluster Area: Marketing Sales & Service  
Career Pathway: **Buying & Merchandising**

## Pathway Major Courses

3 + 1

**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

- Pathway Concentration Courses (3)
  - Advanced Fashion Marketing
  - Business Essentials
  - Entrepreneurship: Building a Business
  - Introduction to Fashion Marketing
  - Marketing Principles
  - Professional Sales & Promotion
- Pathway Elective Courses (1)
  - Advanced Marketing\*
  - Apprenticeship/Internship
  - E-Marketing
  - International Business & Marketing
  - Introduction to Sports Marketing
  - Legal Environment of Business
  - Marketing Research
  - Other Pathway Concentration Course

# Other Recommended Electives

## Buying & Merchandising

- Accounting
- Journalism
- Math Money Management
- Modern Language
- Psychology
- Speech

# Post-Secondary Degrees, Diplomas & Certificates **Buying & Merchandising**

## ■ Technical Colleges

- Fashion Marketing/Sales
- Marketing Management
- Marketing Specialist
- Merchandise Management
- Small Business Management
- Visual Merchandising

## ■ Colleges/Universities

- Art Design
- Fashion Merchandising
- International Business
- Management
- Marketing



# Careers in **Buying & Merchandising**

- Store Manager
- Merchandise Buyer
- Sales Manager
- Stock Clerk
- Human Resource Support Rep
- Retail Marketing Coordinators
- Operations Managers
- Visual Merchandise Manager
- Customer Service Representative
- Administrative Support Representative
- Merchandising Manager
- Department Manager
- Sales Associates
- Receiving Clerk
- Financial Representative



# Employment Outlook

## Buying & Merchandising

- Positions in buying and purchasing account for more than 500,000 jobs.
- Although buying positions will remain relatively stable, other merchandising careers will be plentiful, with literally millions of opportunities ranging from entry-level jobs to management and executive positions with salaries exceeding \$ 100,000.
- Today, the median annual salary for sales managers is \$ 68,520.

Career Cluster Area: Marketing Sales & Service

Career Pathway: **E-Marketing**

# Pathway Major Courses

3 + 1

**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

- Pathway Concentration Courses (3)
  - Advanced Marketing\*
  - Business Essentials
  - E-Marketing (Required)
  - Marketing Principles
  - Professional Sales & Marketing
- Pathway Elective Courses (1)
  - Apprenticeship/Internship
  - Entrepreneurship: Building a Business
  - Fundamentals of Web Design\*
  - International Business & Marketing
  - Legal Environment of Business
  - Marketing Research\*
  - Other Pathway Concentration Course

# Other Recommended Electives

## E-Marketing

- Economics
- Modern Language
- Psychology
- Visual Arts
- Writer's Workshop

# Post-Secondary Degrees, Diplomas & Certificates E-Marketing

## ■ Technical Colleges

- Business & Computer Technology
- Computer Internet Communications Specialist
- Internet Specialist – Website Design
- Web Design Fundamentals

## ■ Colleges/Universities

- Computer Information Systems Management
- Computer Science Technology
- Marketing
- Mass Communications

# Careers in E-Marketing

- Fulfillment Managers
- Website Project Managers
- Forum Managers
- Interactive Media Specialists
- Use Interface Designers
- Account Supervisors
- Site Architects
- E-Merchandising Managers
- Internet Project Directors
- Web Masters
- Internet Sales Engineers
- Online Market Researchers
- Customer Support Specialists
- Human Resources Support Rep
- E-commerce Directors
- Brand Managers
- Web Designers
- Clerical Administrative Support Rep
- Copywriters-Designers
- Customer Service Representatives
- Finance Support Representatives



# Employment Outlook E-Marketing

- According to the latest statistics, the number of marketing jobs in e-mail marketing, search engine optimization services and affiliate marketing programs is growing.
- Most employers prefer to hire someone with a degree, certificate or prior experience.
- Positions for web designers, with 190,000 jobs, are projected to grow faster than average, but applicants face stiff competition.

Career Cluster Area: Marketing Sales & Service  
Career Pathway: **Management & Entrepreneurship**

## Pathway Major Courses

3 + 1

**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

■ Pathway Concentration Courses (3)

- Advanced Marketing\*
- Business Essentials
- Entrepreneurship: Building a Business (Required)
- International Business & Marketing
- Legal Environment of Business
- Marketing Principles

■ Pathway Elective Courses (1)

- Accounting I
- Apprenticeship/Internship
- Advanced Fashion Marketing
- E-Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Professional Sales & Promotion
- Sports & Entertainment Marketing
- Other Pathway Concentration Course



# Other Recommended Electives

## Management & Entrepreneurship

- Advanced Composition
- Economics
- Math Money Management
- Modern Language
- Peer Leadership
- Speech
- Writer's Workshop

# Post-Secondary Degrees, Diplomas & Certificates Management & Entrepreneurship

## ■ Technical Colleges

- Advanced Leadership & Management
- Business Management
- Management & Supervisory Development
- Management Specialist
- Marketing
- Small Business Management
- Supervisory Specialist

## ■ Colleges/Universities

- Accounting
- Finance
- Human Resources Management
- International Business
- Management
- Marketing
- Marketing Management & Research

# Careers in Management & Entrepreneurship

- Entrepreneur
- Owner
- Small Business Owner
- President
- Chief Executive Officer
- Principal
- Partner
- Proprietor
- Franchisee
- Customer Service Representative
- Human Resource Support Rep
- Clerical Worker
- Finance Officer
- Technical Service Rep
- Independent Distributor



# Employment Outlook Management & Entrepreneurship

- Based on the latest statistics, there are approximately five million management and entrepreneurship jobs (excluding Administrative Support Representatives).
- Employment is expected to grow about as fast as the average for all occupations through 2010.
- The current trend toward entrepreneurial careers makes this pathway very popular.

**Career Cluster Area: Marketing Sales & Service**  
**Career Pathway: Marketing Communications & Promotion**

## Pathway Major Courses

3 + 1

**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

- Pathway Concentration Courses (3)
  - Advanced Fashion Marketing
  - E-Marketing
  - Entrepreneurship: Building a Business
  - Introduction to Fashion Marketing
  - Marketing Principles (Required)
  - Professional Sales & Promotion
- Pathway Elective Courses (1)
  - Advanced Marketing
  - Apprenticeship/Internship
  - Business Document Processing
  - Business Essentials
  - Communication Technology
  - Digital Media Technology\*
  - International Business & Marketing
  - Introduction to Animation & 3D Design\*
  - Introduction to Graphic Communication
  - Multimedia Presentation & Communication Tech
  - Practicum B- Digital File Preparation\*
  - Other Pathway Concentration Course

# Other Recommended Electives

## Marketing Communications & Promotion

- Advanced Composition
- Communication for Business
- Dramatic Arts
- Journalism
- Modern Language
- Psychology
- Sociology
- Visual Arts

Post-Secondary  
Degrees, Diplomas & Certificates  
**Marketing Communications & Promotion**

■ Technical Colleges

- Marketing Management
- Marketing Specialist

■ Colleges/Universities

- Advertising
- Journalism
- Marketing
- Mass Media/Art
- Public Relations

# Careers in Marketing Communications & Promotion

- Advertising Manager
- Trade Show Manager
- Promotions Manager
- Sales Representative
- Co-op Manager
- Research Assistant
- Public Relations Manager
- Circulation Manager
- Art/Graphics Director
- Marketing Associate
- Contract Administration Rep
- Customer Service Rep
- Public Information Director
- Sales Promotion Manager
- Account Executive
- Media Buyer/Planner
- Copywriter
- Human Resource Director
- Analyst
- Creative Director
- Account Supervisor
- Interactive Media Rep
- Research Specialist
- Finance Representative





## Employment Outlook Marketing Communications & Promotion

- Latest statistics indicate there are more than 1.2 million jobs in marketing and communications.
- These jobs are expected to grow faster than the average, especially for public relations and management services.

Career Cluster Area: Marketing Sales & Service

Career Pathway: Marketing Information Management & Research

## Pathway Major Courses

3 + 1

**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

- Pathway Concentration Courses (3)
  - Advanced Marketing\*
  - Business Essentials
  - Marketing Principles
  - Marketing Research\*
- Pathway Elective Courses (1)
  - Apprenticeship/Internship
  - Business Data Applications
  - E-Marketing
  - Entrepreneurship: Building a Business
  - International Business & Marketing
  - Professional Sales & Promotion
  - Other Pathway Concentration Course

# Other Recommended Electives

## Marketing Information Management

- Modern Language
- Psychology
- Sociology
- Speech
- Statistics
- Writer's Workshop

# Post-Secondary Degrees, Diplomas & Certificates Marketing Information Management

## ■ Technical Colleges

- Database Specialist
- Information Processing
- Marketing Management
- Marketing Specialist

## ■ Colleges/Universities

- Management
- Marketing
- Research Operations
- Statistics

# Careers in Marketing Information Management

- Database Manager
- Marketing Services Manager
- CRM Manager
- Product Planner
- Director of Market Development
- Frequency Marketing Specialist
- Knowledge Management Specialist
- Research Specialist/Manager
- Customer Satisfaction Manager
- Forecasting Manager
- Planning Analyst
- Database Analyst
- Customer Service Representative
- Finance Support Representative
- Brand Manager
- Research Project Manager
- Strategic Planner
- Marketing Research Associate
- Interviewer
- Human Resource Representative
- Administrative Support Representative



# Employment Outlook

## Marketing Information Management

- The demand for market research and marketing information management professionals is increasing rapidly.
- In addition to today's 500,000 positions that require advanced degrees, many other opportunities are available.
- Responsibilities range from maintaining customer databases to interviewing customers in the mall and from simple analysis of customer comments to high-level statistical modeling used to predict trends and buyer behavior.

Career Cluster Area: Marketing Sales & Service

Career Pathway: **Professional Sales & Marketing**

## Pathway Major Courses

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**To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

### ■ Pathway Concentration Courses (3)

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

### ■ Pathway Elective Courses (1)

- Apprenticeship/Internship
- E-Marketing
- International Business & Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Sports & Entertainment Marketing
- Other Pathway Concentration Course

# Other Recommended Electives

## Professional Sales & Marketing

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



# Post-Secondary Degrees, Diplomas & Certificates **Professional Sales & Marketing**

## ■ Technical Colleges

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

## ■ Colleges/Universities

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

# Careers in Professional Sales & Marketing

- 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 Manger
- National Account Manage
- 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



# Employment Outlook

## Professional Sales & Marketing

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

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**E-Marketing**  
**Management & Entrepreneurship**  
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**Marketing Information Management & Research**  
**Professional Sales & Marketing**



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# HALL CAREER COUNTY CLUSTERS

Focusing Education on the Future!

