# Career Pathway: Marketing

A career in marketing requires certain skills and education depending on job requirements. Skills such as anticipating, planning, managing, and performing marketing activities to reach organizational objectives such as advertising and promotion techniques, business communication, and business development.

## Exposure Pathways

### High School Courses

<table>
<thead>
<tr>
<th>Personal Finance</th>
<th>Business/Consumer Law</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Advanced Accounting</td>
<td>Agriculture Business Foundations</td>
</tr>
<tr>
<td>Economics</td>
<td>Graphics One</td>
</tr>
<tr>
<td>AP Microeconomics</td>
<td>Graphics Two</td>
</tr>
<tr>
<td>theROARstore</td>
<td>Introduction to Business</td>
</tr>
</tbody>
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## Job Shadows & Internships

- Business Development & Event Promotions
- Market Research Analyst
- Marketing & Communications

## High School Clubs & Organizations

- Future Business Leaders of America

## Experience Pathways

### College CTE Courses in High School

- Introduction to Business

## Pursuit Pathways

### Certificates/Diplomas

- Retail Marketing: Social Media Marketing
- Sales: Office Assistant

### Associate Degrees

- Business Administration: Marketing
- Apparel Merchandising
- Management

### Bachelor Degrees

- Marketing
- Communication Studies
- Advertising and Digital Media

## Careers & Median Salary Information

### Certificates/Diplomas

- Demonstrators & Product Promoters: $24,000
- Real Estate Sales Agents: $48,000
- Telemarketers: $28,600

### Associate Degrees

- Procurement Clerks: $42,000
- Assessors: $73,000

### Bachelor Degrees

- Online Merchants: $59,000
- Sales Managers: $98,000
- Sales Engineers: $87,000
- Appraisers, Real Estate: $73,000