

# 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

Personal Finance	Business/Consumer Law
Accounting	Entrepreneurship
Advanced Accounting	Agriculture Business Foundations
Economics	Graphics One
AP Microeconomics	Graphics Two
theROARstore	Introduction to Business
Marketing	

### Job Shadows & Internships

Business Development & Event Promotions

Market Research Analyst

Marketing & Communications



[Learn more & apply](#)

### High School Clubs & Organizations

Future Business Leaders of America

## Experience Pathways

### College CTE Courses in High School

Introduction to Business

### Venture Academics

Venture Business Foundations (Intro to Business, Marketing, Communications, Venture)

Venture Advanced Business (Business/Consumer Law, Entrepreneurship, Intro to College Writing, Venture)

## Pursuit Pathways

### Certificates/Diplomas

Retail Marketing	Social Media Marketing
Sales	Office Assistant

### Careers & Median Salary Information

Demonstrators & Product Promoters	Parts Salespersons
\$24,000	\$34,000
Real Estate Sales Agents	Telemarketers
\$48,000	\$28,600

### Associate Degrees

Business Administration: Marketing Management	Apparel Merchandising
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### Careers & Median Salary Information

Procurement Clerks	Assessors
\$42,000	\$73,000

### Bachelor Degrees

Marketing	Communication Studies
Advertising and Digital Media	

### Careers & Median Salary Information

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