

Focusing Education on the Future!



CAREER PATHWAY E-MARKETING

Dual or Tech/Career Seal

Employees in E-Marketing careers use electronic tools to market products and services. These individuals may provide e-mail campaign management services, search engine optimization services and search online affiliate marketing programs. They may also design, develop and maintain websites. Other job responsibilities may include using electronic tools to identify potential markets and monitor trends that indicate the need for new products and services.

Major Courses

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

Pathway Concentration Courses (3):

- Advanced Marketing*
- Business Essentials (formerly Business Management)
- E-Marketing (Required) (formerly Marketing via the Internet)
- Marketing Principles
- Professional Sales & Marketing

Pathway Elective Courses (1):

- Apprenticeship/Internship
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- Fundamentals of Web Design* (formerly Web Page Design)
- International Business & Marketing
- Legal Environment of Business
- Marketing Research*
- Other Pathway Concentration Course

Other Recommended Courses

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

Post-Secondary Degrees, Diplomas, & Certificates

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



Fulfillment Manager
Website Project Manager
Forum Manager
Interactive Media Specialist
User Interface Designer
Account Supervisor
Site Architect

E-Merchandising Manager
Internet Project Director
Web Master
Internet Sales Engineer
Online Market Researcher
Customer Support Specialist
Human Resource Support Rep

E-Commerce Director
Brand Manager
Web Designer
Clerical Administrative Support Rep
Copywriter-Designer
Customer Service Representative
Finance Support Representative

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EMPLOYMENT OUTLOOK

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. Salaries for internet-related occupations range from \$58,000 to \$82,500 for webmasters and \$56,250 to \$76,750 for internet/intranet developers.