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.

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.

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  E-Merchandising Manager  E-Commerce Director
Website Project Manager  Internet Project Director  Brand Manager
Forum Manager  Web Master  Web Designer
Interactive Media Specialist  Internet Sales Engineer  Clerical Administrative Support Rep
User Interface Designer  Online Market Researcher  Copywriter-Designer
Account Supervisor  Customer Support Specialist  Customer Service Representative
Site Architect  Human Resource Support Rep  Finance Support Representative

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.

* Pre-requisites noted in course descriptions.