

## Focusing Education on the Future!

# CAREER PATHWAY MARKETING COMMUNICATIONS & PROMOTION

Dual or Tech/Career Seal

People with careers in Marketing Communications and Promotion obtain, coordinate and implement marketing strategies, advertising, promotion and public relations activities. Because of the importance and high visibility of their jobs, these individuals are prime candidates for advancement.

### Major Courses

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

#### Pathway Concentration Courses (3):

- Advanced Fashion Marketing (formerly Fashion Sales & Promotion)
- E-Marketing (formerly Marketing via the Internet)
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- 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\* (formerly Digital Media Design & Production)
- Introduction to Graphic Communication
- Multimedia Presentation & Communication Tech
- Practicum B – Digital File Preparation\*
- Other Pathway Concentration Course

### Other Recommended Courses

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

### Post-Secondary Degrees, Diplomas & Certificates

#### Technical Colleges

- Marketing Management
- Marketing Specialist

#### Colleges/Universities

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



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

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### EMPLOYMENT OUTLOOK

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. The median annual salary for marketing managers is \$ 71,240, while starting salaries for advertising majors average \$ 29,700.