

Focusing Education on the Future!



CAREER PATHWAY MARKETING INFORMATION MANAGEMENT & RESEARCH

Dual or Tech/Career Seal

Employees in Marketing Information Management and Research careers are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

Major Courses

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

Pathway Concentration Courses (3):

- Advanced Marketing*
- Business Essentials
- Marketing Principles
- Marketing Research*

Pathway Elective Courses (1):

- Apprenticeship/Internship
- Business Data Applications
- E-Marketing (formerly Marketing via the Internet)
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- International Business & Marketing
- Professional Sales & Promotion
- Other Pathway Concentration Course

Other Recommended Courses

- Modern Language
- Psychology
- Sociology
- Speech
- Statistics
- Writer's Workshop

Post-Secondary Degrees, Diplomas, & Certificates

Technical Colleges

- Database Specialist
- Information Processing
- Marketing Management
- Marketing Specialist

Colleges/Universities

- Management
- Marketing
- Research Operations
- Statistics



Database Manager
Marketing Services Manager
CRM Manager
Product Planner
Director of Market Development
Frequency Marketing Specialist
Knowledge Management Specialist

Research Specialist/Manager
Customer Satisfaction Manager
Forecasting Manager
Planning Analyst
Database Analyst
Customer Service Representative
Finance Support Representative

Brand Manager
Research Project Manager
Strategic Planner
Marketing Research Associate
Interviewer
Human Resource Rep
Administrative Support Rep

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EMPLOYMENT OUTLOOK

The demand for Marketing Research and Marketing Information Management professionals is increasing rapidly. Responsibilities include maintaining customer databases, interviewing customers in the mall, and analyzing customer comments in order to predict trends and buying behavior.

* Pre-requisites noted in course descriptions.