Employees in Professional Sales and Marketing careers are involved in the transfer of goods and services, in the economy, to businesses as well as to the individual consumer.

**Major Courses**

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

**Pathway Concentration Courses (3):**
- Advanced Marketing*
- Business Essentials
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- Legal Environment of Business
- Marketing Principles (Required)
- Professional Sales & Promotion (Required)

**Pathway Elective Courses (1):**
- Apprenticeship/Internship
- E-Marketing (formerly Marketing via the Internet)
- International Business & Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Sports & Entertainment Marketing
- Other Pathway Concentration Course

**Other Recommended Courses**
- Dramatic Arts
- Math Money Management
- Modern Language
- Psychology
- Sociology
- Speech

**Post-Secondary Degrees, Diplomas & Certificates**

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**Inbound Call Manager**  **Channel Sales Manager**  **Regional Sales Manager**
**Client Relationship Manager**  **Business Development Manager**  **Territory Representative/Manager**
**Key Account Manager**  **National Account Manager**  **Account Executive**
**Sales Engineer**  **Sales Executive**  **Technical Sales Specialist**
**Retail Sales Specialist**  **Outside Sales Representative**  **Industrial Sales Representative**
**Manufacturer’s Representative**  **Salesperson**  **Field Marketing Representative**
**Brokers/Agent**  **Customer Service Representative**  **Field Representative**
**Solutions Advisor**  **Sales/Marketing Associate**  **Telemarketer**

**EMPLOYMENT OUTLOOK**

Sales positions in all sectors account for more than eight million jobs. Sales positions are expected to grow over the coming decade; however, the growth is concentrated in the lower-level positions. Earnings vary widely by industry, by occupation, by type and level of responsibilities, and by experience.

* Pre-requisites noted in course descriptions.