Career Clusters & Pathways

Focusing Education on the Future!
Preparing for Success in Marketing Sales & Service
Prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives

16 million jobs in sales and related occupations

Advertising, marketing, promotions, public relations and sales managers hold more than 700,000 jobs.

Over 300,000 high-paying management positions are likely to be available over the next decade.
Necessary Skills and Traits

- Solid background in math, communications, and technical skills
- Knowledgeable in their subject
- Ability to communicate with others
- Education and training can be obtained in high schools, technical colleges, two-year community colleges, four-year colleges/universities, and career technical schools/institutes.
Preparing for Success in
Marketing Sales & Service

Buying & Merchandising
E-Marketing
Management & Entrepreneurship
Marketing Communications & Promotion
Marketing Information Management & Research
Professional Sales & Marketing
To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

- **Pathway Concentration Courses (3)**
  - Advanced Fashion Marketing
  - Business Essentials
  - Entrepreneurship: Building a Business
  - Introduction to Fashion Marketing
  - Marketing Principles
  - Professional Sales & Promotion

- **Pathway Elective Courses (1)**
  - Advanced Marketing*
  - Apprenticeship/Internship
  - E-Marketing
  - International Business & Marketing
  - Introduction to Sports Marketing
  - Legal Environment of Business
  - Marketing Research
  - Other Pathway Concentration Course
Other Recommended Electives

Buying & Merchandising

- Accounting
- Journalism
- Math Money Management
- Modern Language
- Psychology
- Speech
Post-Secondary Degrees, Diplomas & Certificates

Buying & Merchandising

Technical Colleges
- Fashion Marketing/Sales
- Marketing Management
- Marketing Specialist
- Merchandise Management
- Small Business Management
- Visual Merchandising

Colleges/Universities
- Art Design
- Fashion Merchandising
- International Business
- Management
- Marketing
Careers in Buying & Merchandising

- Store Manager
- Merchandise Buyer
- Sales Manager
- Stock Clerk
- Human Resource Support Rep
- Retail Marketing Coordinators
- Operations Managers
- Visual Merchandise Manager
- Customer Service Representative
- Administrative Support Representative
- Merchandising Manager
- Department Manager
- Sales Associates
- Receiving Clerk
- Financial Representative
Positions in buying and purchasing account for more than 500,000 jobs.

Although buying positions will remain relatively stable, other merchandising careers will be plentiful, with literally millions of opportunities ranging from entry-level jobs to management and executive positions with salaries exceeding $100,000.

Today, the median annual salary for sales managers is $68,520.
To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

**Pathway Concentration Courses (3)**
- Advanced Marketing*
- Business Essentials
- E-Marketing (Required)
- Marketing Principles
- Professional Sales & Marketing

**Pathway Elective Courses (1)**
- Apprenticeship/Internship
- Entrepreneurship: Building a Business
- Fundamentals of Web Design*
- International Business & Marketing
- Legal Environment of Business
- Marketing Research*
- Other Pathway Concentration Course
Other Recommended Electives

E-Marketing

- Economics
- Modern Language
- Psychology
- Visual Arts
- Writer’s Workshop
Post-Secondary Degrees, Diplomas & Certificates

E-Marketing

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
Careers in E-Marketing

- Fulfillment Managers
- Website Project Managers
- Forum Managers
- Interactive Media Specialists
- Use Interface Designers
- Account Supervisors
- Site Architects
- E-Merchandising Managers
- Internet Project Directors
- Web Masters
- Internet Sales Engineers
- Online Market Researchers
- Customer Support Specialists
- Human Resources Support Rep
- E-commerce Directors
- Brand Managers
- Web Designers
- Clerical Administrative Support Rep
- Copywriters-Designers
- Customer Service Representatives
- Finance Support Representatives
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.
Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

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

Pathway Elective Courses (1)
- Accounting I
- Apprenticeship/Internship
- Advanced Fashion Marketing
- E-Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Professional Sales & Promotion
- Sports & Entertainment Marketing
- Other Pathway Concentration Course
Other Recommended Electives
Management & Entrepreneurship

- Advanced Composition
- Economics
- Math Money Management
- Modern Language
- Peer Leadership
- Speech
- Writer’s Workshop
Post-Secondary Degrees, Diplomas & Certificates

Management & Entrepreneurship

Technical Colleges
- Advanced Leadership & Management
- Business Management
- Management & Supervisory Development
- Management Specialist
- Marketing
- Small Business Management
- Supervisory Specialist

Colleges/Universities
- Accounting
- Finance
- Human Resources Management
- International Business
- Management
- Marketing
- Marketing Management & Research
Careers in Management & Entrepreneurship

- Entrepreneur
- Owner
- Small Business Owner
- President
- Chief Executive Officer
- Principal
- Partner
- Proprietor
- Franchisee

- Customer Service Representative
- Human Resource Support Rep
- Clerical Worker
- Finance Officer
- Technical Service Rep
- Independent Distributor
Based on the latest statistics, there are approximately five million management and entrepreneurship jobs (excluding Administrative Support Representatives).

Employment is expected to grow about as fast as the average for all occupations through 2010.

The current trend toward entrepreneurial careers makes this pathway very popular.
Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

Pathway Concentration Courses (3)
- Advanced Fashion Marketing
- E-Marketing
- Entrepreneurship: Building a Business
- 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*
- Introduction to Graphic Communication
- Multimedia Presentation & Communication Tech
- Practicum B - Digital File Preparation*
- Other Pathway Concentration Course
Other Recommended Electives

Marketing Communications & Promotion

- Advanced Composition
- Communication for Business
- Dramatic Arts
- Journalism
- Modern Language
- Psychology
- Sociology
- Visual Arts
Post-Secondary Degrees, Diplomas & Certificates

Marketing Communications & Promotion

Technical Colleges
- Marketing Management
- Marketing Specialist

Colleges/Universities
- Advertising
- Journalism
- Marketing
- Mass Media/Art
- Public Relations
Careers in Marketing Communications & Promotion

- 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
Employment Outlook

Marketing Communications & Promotion

Latest statistics indicate 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.
Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required 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
- Entrepreneurship: Building a Business
- International Business & Marketing
- Professional Sales & Promotion
- Other Pathway Concentration Course
Other Recommended Electives

Marketing Information Management

- Modern Language
- Psychology
- Sociology
- Speech
- Statistics
- Writer’s Workshop
Post-Secondary Degrees, Diplomas & Certificates
Marketing Information Management

Technical Colleges
- Database Specialist
- Information Processing
- Marketing Management
- Marketing Specialist

Colleges/Universities
- Management
- Marketing
- Research Operations
- Statistics
Careers in Marketing Information Management

- 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 Representative
- Administrative Support Representative
The demand for market research and marketing information management professionals is increasing rapidly.

In addition to today’s 500,000 positions that require advanced degrees, many other opportunities are available.

Responsibilities range from maintaining customer databases to interviewing customers in the mall and from simple analysis of customer comments to high-level statistical modeling used to predict trends and buyer behavior.
Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

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

Pathway Elective Courses (1)
- Apprenticeship/Internship
- E-Marketing
- International Business & Marketing
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Sports & Entertainment Marketing
- Other Pathway Concentration Course
Other Recommended Electives

Professional Sales & Marketing

- Dramatic Arts
- Math Money Management
- Modern Language
- Psychology
- Sociology
- Speech
Post-Secondary Degrees, Diplomas & Certificates
Professional Sales & Marketing

Technical Colleges
- Food & Beverage Management
- Hotel Management
- Marketing Management
- Marketing Specialist
- Travel Agency Operations

Colleges/Universities
- Business Administration
- Entrepreneurship
- Management
- Marketing
- Sales-Professional
Careers in Professional Sales & Marketing

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

- Sales positions in all sectors account for more than eight million jobs.
- Sales positions are expected to grow over the coming decade. Earnings vary widely by industry, by occupation, by type and level of responsibilities, and by experience.
Preparing for Success in Marketing Sales & Service

Buying & Merchandising
E-Marketing
Management & Entrepreneurship
Marketing Communications & Promotion
Marketing Information Management & Research
Professional Sales & Marketing
Preparing for Success in Marketing Sales & Service
Hall County Career Clusters

Focusing Education on the Future!