

## Business Management & Technology *Marketing*



The Marketing career cluster flexes your creative skills for a career in advertising, public relations, sales, or planning. Marketing will prepare you to work on projects such as promotional campaigns, event planning and new sales techniques.

### EXPLORATORY CLASSES

ALL UNDERLINED TEXT ARE LINKS

### PREPARATORY CLASSES

Digital and Social Media Marketing: #8125, #8125V

Fashion Marketing I & II: #8140, #8140V, #8145, 8145V

Marketing I & II: #8120, #8120V, #8130, 8130V

ALL UNDERLINED TEXT ARE LINKS

### IN DEMAND CAREERS

Education Needed	Occupation	Median Salary	Job Growth Over next 10 years	Job Openings Projected over next 10 years
High School Diploma + Certification	Delivery Truck Drivers and Driver/Sales Workers	\$32,020 per year	5% (Faster than average)	75,000
Bachelor's Degree or more	Market Research Analysts	\$63,790 per year	18% (Much faster than average)	130,300
	Sales Managers	\$126,640 per year	4% (As fast as average)	15,400
	Sales Engineers	\$103,900 per year	6% (Faster than average)	4,100
	Advertising, Promotions, and Marketing Managers	\$141,490 per year	6% (Faster than average)	18,800
	Public Relations and Fundraising Managers	\$116,180 per year	9% (Much faster than average)	8,100

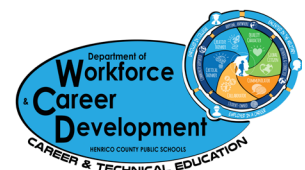
### SAMPLE CAREERS

- Manager of sales or information
- Researcher
- Sales Specialist
- Demonstrator or Product Promoter
- Wholesale or retail buyer
- Distributor
- Public Relations Manager or Specialist
- Marketing Communications or Promotions Manager or Specialist

Are you interested in the many careers in Marketing? Please visit our [HenricoCTE.com](http://HenricoCTE.com) website for more information.



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## WORK-BASED LEARNING AND LEADERSHIP OPPORTUNITIES

### WORK-BASED LEARNING

Work-Based Learning (WBL) is comprised of experiences related to students' career interests, based on instructional preparation, and undertaken in partnership with local businesses or organizations. WBL enables students to apply classroom instruction in a real-world work environment. Work-Based Learning promotes career awareness, career exploration, and career preparation.

### CAREER AMBASSADORS

The Career Ambassador Program offers high school seniors an opportunity to represent and share their experiences with career exploration and our CTE programs to prospective students and community supporters through elementary + middle school visits, career fairs, and district-wide events.

### STUDENT LEADERSHIP ORGANIZATIONS

**DECA** prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.



### CREDENTIALS

### HIGHER EDUCATION

High School/ Industry Certification	Certificate/ License	Associates Degree	Bachelors Degree	Masters/ Doctoral Professional
Customer Service & Sales Certification	Essentials of Marketing Strategy-C	Marketing-AS Marketing-AA	Marketing-BBA	MBA Marketing
	Market Research and Analysis-C	Business Administration: Marketing-AAS	Business Marketing-BA	MBA Advertising
	Distribution Strategy and International Marketing-C	Marketing and Sales-AS	Logistics-BA	MBA Marketing Management

All ACE Center classes offer the Workplace Readiness Skills Test



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