

CAREER & TECHNICAL EDUCATION MARKETING

The Marketing Pathway is an excellent option for students looking to experience the exciting world of marketing and public relations.

Students will learn how to design and deliver powerful marketing plans and advertising campaigns to solve real-world business challenges, and they will learn how to be a solution provider to local business owners in a competitive environment.

CAREERS IN MARKETING TECHNICAL CAREERS

(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

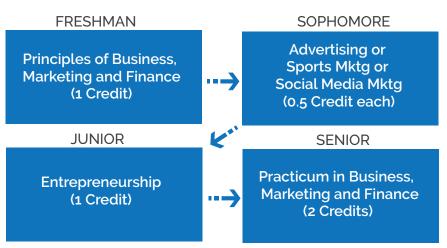
Social Media Marketing Assistant Marketing Manager Direct Sales Purchasing Coordinator Retail Store Manager PROFESSIONAL CAREERS

(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

Marketing Manager Advertising Manager Communications Specialist Merchandise Buyer Public Relations Specialist

MARKETING COURSE SEQUENCE

CLUSTER: Marketing CAMPUS: MHS & MHHS ENDORSEMENT: Business & Industry



ADDITIONAL COURSE OPTIONS

Business Management (1 credit) Digital Media (1 credit) Graphic Design (1 credit) BIM (1 credit) Virtual Business (0.5 credit) HR Management (0.5 credit) Advertising (0.5 credit) Social Media Marketing (.50 credit) Entrepreneurship (1 credit) *Business English (1 credit) *Political Science (1 credit) *Forensic Science (1 credit) *Forensic Science (1 credit) *Medical Microbiology (1 credit) Professional Communications (0.5 credit)

*Course also fulfills graduation requirement for English, Math, Science, Social Studies or Fine Arts.

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