



## 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

### FRESHMAN

Principles of Business,  
Marketing and Finance  
(1 Credit)

### SOPHOMORE

Advertising or  
Sports Mktg or  
Social Media Mktg  
(0.5 Credit each)

### JUNIOR

Entrepreneurship  
(1 Credit)

### SENIOR

Practicum in Business,  
Marketing and Finance  
(2 Credits)



### 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)

\*Financial Math (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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