

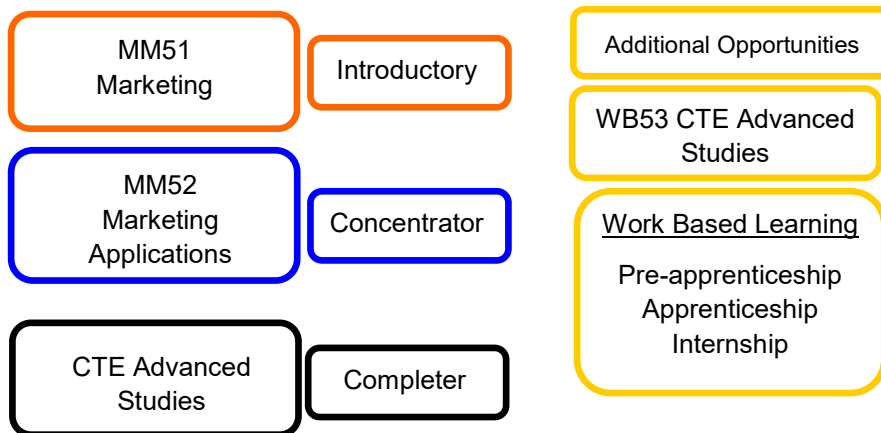


Marketing Management

This Career Pathway provides students with meaningful instruction for and about business. Instruction encompasses business skills and techniques, an understanding of basic economics, an understanding of making socioeconomic decisions and producing goods and services to consumption, and business attitudes essential to become a globally engaged and productive citizen. Entrepreneurship coursework plays a key role in preparing a competent, business-literate, and skilled workforce.

Career	Required Education	*2021 Median Pay
Advertising Agent	HSDiploma	\$52,340
Art Director	Bachelors	\$100,890
Fashion Designer	Bachelors	\$77,450
Financial Manager	Bachelors	\$131,710
Graphic Designer	Bachelors	\$50,710
Market Research	Bachelors	\$63,920
Public Relations Mgr	Bachelors	\$119,860
Public Relations Spec	Bachelors	\$62,800
Sales Manager	Bachelors	\$127,490
Top Executive	Bachelors	\$98,980

Course Levels



Career & Technical Student Organization



*Salary information from U.S. Bureau of Labor Statistics



Business/Industry Credential available through Coursework:

Customer Service and Sales Certification