

# Marketing and Sales



## BUSINESS & INDUSTRY ENDORSEMENT

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.

<b>Level</b> 1	<b>7300</b> Principles of Business, Marketing and Finance <b>7201</b> Digital Media
<b>Level</b> 2	<b>7350</b> Sports and Entertainment Marketing <b>7379</b> Entrepreneurship
<b>Level</b> 3	<b>7375</b> Social Media Marketing
<b>Level</b> 4	<b>7343</b> Statistics and Business Decision Making