Students develop knowledge and skills in the foundational areas of marketing (economics, human relations and business basics) and the functional areas of marketing (product and service planning, marketing information management, purchasing and pricing, selling and promotion, risk management, financing and distribution/logistics), as well as international marketing, management and entrepreneurship.

PATHWAY COURSES

- Marketing Principles
- Marketing and Entrepreneurship
- Marketing Management

RECOMMENDED COURSES

- · Any Business and Computer Science Course
- Sports and Entertainment Marketing
- Work-Based Learning
- World Language

POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

TECHNICAL COLLEGES

- Business Administration
- Business Management
- Entrepreneurship
- · Expert Sales Management
- Fashion Design and Marketing
- · Retail and Merchandising

COLLEGES/UNIVERSITIES

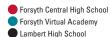
- Accounting
- Advertising
- Business Economics
- Communication
- Graphic Arts
- Hospitality Administration
- International Business
- Management
- Marketing
- Professional Sales
- · Real Estate
- · Risk Management and Insurance

CAREER AND TECHNICAL STUDENT ORGANIZATIONS











2022-2023 FCS Career and Technical Education

MARKETING

MARKETING AND MANAGEMENT PATHWAY

TOP CAREER CHOICES

Chief Executive

Bachelor Degree plus experience needed \$155,168 annual salary 850 annual average openings in Georgia

Human Resources, Training and Labor Relations Specialist Bachelor Degree needed \$53,061 annual salary 150 annual average openings in Georgia

Marketing Manager

Bachelor Degree plus experience needed \$94,307 annual salary 310 annual average openings in Georgia

Marketing Research Analyst

Bachelor Degree needed \$61,464 annual salary 210 annual average openings in Georgia

Personal Financial Advisor

Bachelor Degree needed \$75,754 annual salary 470 annual average openings in Georgia

ADDITIONAL CAREER CHOICES Advertising Account Executive Advertising Executive Airline Customer Service Agent Art Dealer and Director Communications Specialist Creative Director Customer Service Representative **Demonstrator and Product Promoter Entertainment Marketer** Fashion Retailer **Funeral Director** Insurance Agent Interior Designer Landscape Architect Logistics Specialist Market Research Analyst Marketing Specialist Media Buyer Mortgage Broker

Product Development Management **Public Relations Specialist** Purchaser Real Estate Agent

Retail Buyer and Salesperson

Sales Representative

Travel Agent



CTAE Career Pathways / Fine Arts Pathways



http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx