MARKETING MANAGEMENT

	Level One	Level Two	Level Three	Level Four
High School	Introduction to Business and Marketing	Marketing and Management I: Principles	Marketing and Management II: Advanced Strategies	

OR

Dual Enrollment	[1]Class only for Associate's Degree Program [2]Class Only for Technical or Associate's Degree Program	DE Marketing Management I[1] OR DE Business Management I	DE Marketing Management II[2] OR DE Speech/Fundamentals or Spoken Comm

College Opportunities

- **Austin Peay State University** – Management, Marketing
- **Middle Tennessee State University** – Management, Marketing, Human Resource Management, Professional Selling
- **Tennessee State University** – Hospitality and Tourism Management, Human Resource Management, Management, Marketing
- **Tennessee Technological University** – Analytics, General Management, Human Resources, Marketing
- **University of Tennessee** – Business Analytics, Human Resource Management, Marketing
- **Volunteer State Community College** – Marketing

Career Outlook

Advances in marketing, particularly digital marketing, continue to create a need for marketing professionals, with the overall employment of advertising, promotion, and marketing managers projected to grow 6% by 2029, according to the Bureau of Labor and Statistics. In Tennessee, the job outlook is even more favorable through 2028, particularly for Marketing Analysts/Specialists and Public Relations and Fundraising Managers, with projected job growth of 24% and 15% respectively

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