

MARKETING MANAGEMENT

Level One

Introduction
to Business
and Marketing

Level Two

Marketing
and
Management
I: Principles

Level Three

Event
Planning and
Management

Level Four

WBL
Marketing and
Management
Career
Practicum

High School

OR

OR

Dual Enrollment

¹Class only for
Associate's
Degree Program
²Class Only for
Technical or
Associate's
Degree Program

DE Marketing
Management I¹
OR
DE Business
Management I

DE Marketing
Management II²
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