



Marketing & Entrepreneurship

Students will experience business management, ownership, communication and leadership skills that span multiple functions of business and life, including creating business plans and managing a school-based enterprise. Current business events will play a role in developing and assessing how a manager/entrepreneur plans, organizes and uses strategies and techniques to be successful in a global economy.



◆ Course Sequence

1. Marketing Principles
2. Marketing Applications
3. Merchandising & Buying
4. Strategic Entrepreneurship

◆ College Credit Opportunities

- Entrepreneurship
- College Credit Plus general education and other dual credit courses are also available.

◆ Industry Credentials

- RISE Up Business of Retail
- RISE Up Customer Service and Sales
- RISE Up Retail Industry Fundamentals

Pathway Promise: Scholars that successfully complete this pathway will be prepared with industry credentials, college credits, and community experiences that support their future aspirations.



**College & Career
Academies**

AKRON PUBLIC SCHOOLS

EAST

Marketing & Entrepreneurship

Entry-Level Careers

- Account Clerk
- Administrative Assistant
- Assistant Retail Manager
- Bank Teller
- Blogger
- Brand Ambassador/Promoter
- Customer Service Representative
- Distribution Center Associate
- Management Trainee
- Marketing/Operations Assistant
- Owner/Entrepreneur
- Video Games Previewer

Technical Careers

(Advanced certification, Apprenticeship, or Associates Degree)

- Account Service Representative
- Business/Franchise Owner
- Buyer/Purchasing Agent
- Content Marketing Manager
- Direct Marketing/Database Coordinator
- Distribution/Logistics Manager
- Event/Creative Coordinator
- Hotel/Hospitality Manager
- Podcast Promoter
- Promotions Assistant
- Real Estate Agent
- Sales Manager

Professional Careers

(Bachelor's Degree or higher education)

- Brand Management Analyst
- Business/Marketing Instructor
- Communications & Marketing Manager
- Fashion Marketer
- Forensic Accountant
- Human Resources Director
- International Business Manager
- Market Research Analyst
- Medical & Healthcare Services Manager
- Product/Research Development Manager
- Social & Community Services Manager
- Sports & Entertainment Agent