



Marketing & Entrepreneurship

Are you interested in learning how to market and manage your own business? Do you like developing new ideas and adapting to changing markets? In this pathway you will learn about marketing principles, merchandising, business development and management, preparing you for a multitude of careers from copywriter to salesperson to business executive.



◆ Course Sequence

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

◆ College Credit Opportunities

- Business Administration
- Computer Skills for Professionals
- Entrepreneurship
- Essentials of Marketing Technology
- Strategic Entrepreneurship

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

ELLET

Marketing & Entrepreneurship

Entry-Level Careers

- Advertising Associate
- Bank Teller
- Customer Service Representative
- Distribution Center Associate
- Marketing Assistant
- Multimedia Marketing Associate
- Office Assistant
- Owner/Entrepreneur
- Retail Merchandiser/Clerk
- Sales Associate
- Service Industry Associate
- Telemarketer

Technical Careers

(Advanced certification, Apprenticeship, or Associates Degree)

- Account Service Representative
- Administrative Director
- Advertising & Promotion Manager
- Assistant Marketing Manager
- Business Owner
- Buyer/Purchasing Agent
- Distribution/Logistics Manager
- Market Research Analyst
- Marketing Manager/Specialist
- Purchasing Coordinator
- Retail Store Manager
- Stock Trader

Professional Careers

(Bachelor's Degree or higher education)

- Accountant
- Advertising Sales Agent
- Brand Manager
- Business Marketing Teacher
- Chief Marketing Officer
- Market Research Account Manager
- Marketing Director
- Media & Communications Specialist
- Merchandising Buyer
- Operations Manager
- Sales & Marketing Manager
- Senior Manager/Executive Office