



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? Students in this pathway will generate ideas for new products and services, evaluate the feasibility of ideas, develop a strategy to implement the ideas, and create a business plan. Students will also develop transferable skills to be successful in a global economy.



◆ Course Sequence

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

◆ College Credit Opportunities

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

◆ Industry Credentials

- RISE Up Customer Service & 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

FIRESTONE

Marketing & Entrepreneurship

Entry-Level Careers

- Account Clerk
- Administrative Assistant
- Advertising Associate
- Bank Teller
- Blogger
- Brand Ambassador
- Customer Service Representative
- Distribution Center Associate
- Event Planner
- Human Resource Clerk
- Marketing Assistant
- Retail Associate

Technical Careers

(Advanced certification, Apprenticeship, or Associates Degree)

- Advertising & Promotions Manager
- Business/Franchise Owner
- Buyer/Purchasing Agent
- Content Marketing Manager
- Creative Professional
- Distribution/Logistics Manager
- Hotel/Hospitality Manager
- Market Research Analyst
- Niche Market Strategist
- Real Estate Agent
- Retail Manager
- Travel and Tourism Planner

Professional Careers

(Bachelor's Degree or higher education)

- Advertising Sales Agent
- Brand Manager
- Business Consultant
- Chief Marketing Officer (CMO)
- Entrepreneur
- Financial Manager
- Human Resources Director
- International Business Specialist
- Media & Communications Specialist
- Not-For-Profit Fundraiser
- Public Relations Manager
- Sports and Entertainment Agent