



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 for commercialization, create a business plan and develops 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

- 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 & 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

NORTH

Marketing & Entrepreneurship

Entry-Level Careers

- Administrative Assistant
- Advertising Associate
- Bank Teller
- Brand Ambassador/Promoter
- Customer Service Representative
- Distribution Center Associate
- Event Planner
- Human Resources Clerk
- Intercept Marketing Associate
- Marketing Assistant
- Owner/Entrepreneur
- Telemarketer

Technical Careers

(Advanced certification, Apprenticeship, or Associates Degree)

- Account Service Representative
- Advertising & Promotion Manager
- Business Owner
- Claims Adjuster
- Digital Products Manager
- Direct Marketing Coordinator
- Hotel/Hospitality Manager
- Human Resources Generalist
- Management Trainee
- Market Research Analyst
- Real Estate Agent
- Travel & Tourist Planner

Professional Careers

(Bachelor's Degree or higher education)

- Accountant
- Advertising Sales Agent
- Brand Manager
- Business Consultant
- Chief Marketing Officer (CMO)
- Franchise Owner
- Human Resources Director
- Media & Communications Specialist
- Not-for Profit Fundraiser
- Product/Research Development Manager
- Public Relations Manager
- Sports & Entertainment Agent