

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, implement the ideas, create a business plan and 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

- Strategic Entrepreneurship

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

Industry Credentials

- 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
GARFIELD

Marketing & Entrepreneurship

Entry-Level Careers

- Administrative Assistant
- Bank Teller
- Blogger
- Cashier Trainee
- Customer Service Representative
- Distribution Center Associate
- Hotel Customer Service
- Management Trainee
- Restaurant Host
- Retail Associate
- Social Media Influencer

Technical Careers

(Advanced certification, Apprenticeship, or Associates Degree)

- Account Clerk
- Assistant Retail Manager
- Buyer/Purchasing Agent
- Event/Creative Coordinator
- Hospitality Management Trainee
- Hotel/Hospitality Manager
- Human Resources Trainee
- Lead Cashier/Sales Trainee
- Podcast Promoter
- Promotions Assistant
- Real Estate Agent
- Sales Manager

Professional Careers

(Bachelor's Degree or higher education)

- Athletic/Sports Manager
- Brand Management Analyst
- Business Instructor
- Business Owner/Entrepreneur
- Communications & Marketing Manager
- Fashion Marketer
- Human Resources Director
- International Business Manager
- Medical & Healthcare Services Manager
- Product Development Manager
- Social Services Manager

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