



Sault Area Public Schools  
*A Great Place to Learn*



MARKETING

# PATHWAY

ACADEMIC AND CAREER PLANNING

# Pathway to Success

## Marketing



A career in Marketing offers the opportunity to shape brand strategies and connect businesses with customers. With diverse career paths ranging from digital marketing to market research, this field blends creativity, data analysis, and communication skills to drive business growth and consumer engagement.

### Career Options

Explore and discover potential career options in the fields related to marketing.

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### Degree, Certification, and Training Options

Explore the degrees, certifications and training options that are available to help you be successful in the fields related to marketing.

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### Course/CTE Options

Explore the course and program options that are available to students while still in high school to help them prepare for a career in marketing.

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### Resume Builders

Explore the possible experiences that will help build a strong resume.

# Career Options Marketing

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There are several ways to start a career in Marketing. The quickest is through on-the-job training, where you can learn key skills while working. Another option is earning a certification, which typically takes a few months to a year. For those seeking more education, a college degree in marketing or a related field takes 2 to 4 years. Below are a few examples of options for each pathway, though this list is not exhaustive.

## 01 Jobs That Require On-The-Job Training

- Brand Ambassador
  - Event Coordinator
  - PPC Assistant
  - Entry Sales
  - Marketing Assistant
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## 02 Jobs that Require a Certification

- SEO Specialist
- Social Media Manager
- Content Marketing Specialist
- PPC Specialist

These jobs may be attainable without a certification, but it is recommended

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## 03 Jobs That Require A Degree

- Marketing Manager
- Market Research Analyst
- Public Relations Specialist
- Social Media Strategist
- Advertising Account Executive



# Finding On-The-Job Training

Marketing



On-the-job training is a great way to start a career in Marketing, allowing you to build essential skills while gaining real-world experience. This hands-on training is often tailored to the company's needs, helping you learn tools, strategies, and communication techniques right from the start. Many employers offer entry-level marketing roles with training, including advertising agencies, small businesses, startups, and corporate marketing departments. To find opportunities, check local job listings, explore company websites, or connect with industry groups that may help you get started in the field.

## Resources

### **Michigan Works**

Michigan Works has resources that can help locate available jobs and aide in your necessary training.

1118 East Easterday Avenue

Sault Ste. Marie, MI 49783

Phone: (906) 635-1752

Fax: (906) 635-0115

Michigan Relay Center 711

Monday through Friday: 8-5 EST

### **Indeed**

Indeed is a great tool to search for available jobs in your area.

# Marketing

## Obtaining a Certificate

### Certificate Programs

#### Mid Michigan College

[Business Management & Marketing Level 1 & 2](#)

[Digital Media](#)

#### Lake Superior State University

[E-Marketing](#)

#### North Central Michigan College

[Business of Art](#)

[Graphic Arts](#)

[New Media](#)

[Advertising Assistant](#)

[Marketing Assistant](#)

Certificate programs in Marketing offer specialized training that can be completed in a few months to a year. These programs provide valuable skills and credentials that can help advance your career in the marketing industry. You can find certificate programs at community colleges, technical schools, and through online platforms. Many industry organizations also offer certification programs in areas such as digital marketing, social media strategy, and brand management. To explore options, check local educational institutions, online course providers, or professional associations related to marketing.

# Marketing

## Obtaining a Degree

### Bachelor/Associate Degrees

#### Lake Superior State University

[Marketing - Bachelor](#)

#### Northern Michigan University

[Marketing - Bachelor](#)

#### North Central Michigan College

[Digital Art & Design - Associate](#)

[Marketing - Associate](#)

#### Baker College

[Marketing - Bachelor](#)

[Project Management - Bachelor](#)

Degree programs in Marketing provide in-depth knowledge and training, typically taking four to six years to complete. These programs cover a wide range of topics, including consumer behavior, digital marketing, advertising strategies, and brand management, and can open doors to advanced career opportunities. You can find degree programs at universities, colleges, and specialized institutions, with options for both on-campus and online learning. Many schools offer bachelor's and master's degrees in fields such as marketing, business administration, and communications. To explore your options, visit university websites, consult academic advisors, or research programs through professional marketing organizations.

# Courses/CTE Options

Marketing

Plan your schedule with your future goals in mind by exploring common courses, AP courses, CTE programs, and opportunities to earn college credit while still in high school.

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## Sault High Courses

- Career Readiness
  - Computer Science
  - Honors English
  - Journalism
  - World Language
  - Algebra
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## AP Courses

- AP Language
  - AP Computer Science
  - AP Psychology
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## CTE Programs

- Business Administration
  - Accounting
  - Digital Business
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## Dual/Concurrent Enrollment

- Related options can be talked about with your Counselor or visits the information page [\*\*HERE\*\*](#).
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See Sault High School Full [\*\*Course Offerings\*\*](#).

# Resume Builders

## **Job Shadow Experiences**

Students who engage in job shadow experiences show proven interest in their future and dedication to their success. If you have questions about job shadowing or want help finding an opportunity, contact the MTSS Coordinator.

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## **Intern/Externships**

Internships and externships provide valuable opportunities for high school students to gain real-world experience, develop new skills, and explore potential career paths. These experiences can significantly benefit students, both professionally and personally.

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## **Leadership Positions**

Holding Leadership Positions shows dedication and passion by the student. It also can be a look into the students hobbies.

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## **Student Organizations**

Joining Student Organizations shows a balance in priorities. Please see the Sault Ste Marie **Student Organizations** to find an organization to join!

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## **Volunteer Experiences**

Volunteering is a great way to get experience and explore post-secondary options.

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