



Business Administration in MARKETING Regional Career Pathway

NEW North

Shawano High School 2023-2024



EXPLORE: Click on the links to find the job titles that seem most interesting to you to learn more! Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP) later on.

Educational Level May also require work experience	Sales & Merchandising	Communications	Research
High School Diploma, Certification	Customer Service Representative * ○ Retail Salesperson ○ Inside Sales * ○ Online Merchant * Product Demonstrator Range \$21,690-51,620	Social Media Content Creator/Influencer * Mobile Application Development Assistant * Customer Service Representative ○ Radio & Television Announcers Range \$23,900-103,900	Marketing Research Assistant * Range \$35,380-127,460
Certification or Technical Diploma	Sales Representative * ○ Real Estate Sales Agent ○ Visual Merchandiser ○ Range \$26,480-97,790	Social Media Specialist * Media Buyer ○ Graphic Design Range \$26,200-124,030	Search Engine Specialist * Data/Scientist Mining * Business Analysis Range \$35,380-127,410
Associate Degree	Customer Service Manager * Sports Marketer ○ Event Planner ○ Marketing Coordinator * Range \$42,660-118,060	Social Media Manager * Digital Marketing Specialist * ○ Public Relations Specialists ○ Range \$35,370-122,810	Search Marketing Strategists * Marketing Research Specialist * Consumer Insights Consultant * Range \$35,380-127,410
Bachelor Degree and beyond	Sales Manager Purchasing Manager ○ Fundraiser * ○ Marketing Manager Range \$61,670-179,240	Advertising and Promotions Manager Brand Managers * Public Relations and Fundraising Managers * Marketing Instructor Range \$63,430-180,010	Marketing Research Analyst * ○ Operations Research Analyst ○ Consumer Insights Manager * Range \$47,810-120,580
Postsecondary Options	Click HERE for Sales & Merchandising Postsecondary Options	Click HERE for Communications Postsecondary Options	Click HERE for Research Postsecondary Options

* **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!
○ **XELLO** = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)



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Your Academic and Career Plan (ACP) for this career pathway starts here...

Use this page to figure out which classes and activities you will take to prepare for this career pathway. Record your plan in XELLO.

Career and Technical Education Courses	Must include a sequence of at least TWO Career and Technical Education courses. Should align with Education Building Blocks for the pathway: - Foundations of Business - Business and Marketing Management - Multi Media - Yearbook - Business & Marketing II		Start creating your professional network through CAREER EXPLORATION PROGRAMS . Record your experiences in XELLO.
Other Recommended Courses	- Small Business/Entrepreneurship - Small Business/Entrepreneurship II - Personal Finance Literacy - College Success and Study Skills		Statewide: You can find the list of career exploration programs associated with this pathway and develop a program list specific to your region or school. Inspire WI - Job Shadow/Internship Youth Apprenticeship Arts AV Apprenticeship
Career and Technical Student Organization	Wisconsin DECA Student Organization		
Work-Based Learning Options	- State Skill Standards Co-Op- Business, Finance and Marketing (480 hrs/1 year) - Wolf Rlver Youth Apprenticeship- Finance & Marketing (450 hrs/year; 1-2 years) - Local Work-based Learning Programs that meet state quality requirements		
Industry Recognized Credential Options <i>Italics = must be 18 years old to obtain</i>	Administrative Support		Business Management
	Microsoft Office Specialist (MOS)* & Microsoft Technology Associate (MTA)* Microsoft or Certiport		
College Credit Opportunities You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE .	College Courses Offered at Your High School		
	Transcripted Credit		AP and/or IB Courses
	College Courses You Can Take at a College Campus		
	Application Deadlines: October 1st: Spring Courses February 1st: Summer Courses (ECCP only) March 1st: Fall Courses		
	Start College Now		Early College Credit Program