



# MARKETING & MANAGEMENT

## PATHWAY



### PATHWAY OVERVIEW

The Marketing & Management pathway helps students build knowledge and hands-on skills in marketing strategy, business operations, leadership, and entrepreneurship

Through Marketing Principles, Marketing & Entrepreneurship OR AP Business with Personal Finance, and Marketing Management students prepare for postsecondary education, industry credentials and work-based learning experiences connected to the field



### CAREER CLUSTER

Marketing & Sales

### COURSE SEQUENCE + WORK-BASED LEARNING

1

#### Marketing Principles

Introduces consumer behavior, branding, market research, promotion, pricing, distribution, selling, and professional marketing practices



2

#### Marketing & Entrepreneurship OR AP Business with Personal Finance

Guides students through opportunity recognition, business models, market research, finance, operations, and venture planning



3

#### Marketing Management

Applies strategic marketing, leadership, analytics, customer experience, and campaign planning to real-world business challenges



#### Work-Based Learning (Capstone Experience)

Work alongside business professionals in marketing, sales, retail, hospitality, and entrepreneurship settings while developing career-ready skills

### LEADERSHIP + INDUSTRY CONNECTIONS

#### CAREER & TECHNICAL STUDENT ORGANIZATION



#### COMPETITION OPPORTUNITIES



- Principles of Marketing
- Marketing Communications
- Integrated Marketing Campaign
- Business Operations Research
- Entrepreneurship
- Business Services Marketing

#### CHAPTER ACTIVITIES



- Sales Project
- School-based enterprise
- DECA Week
- Community service projects
- Guest speakers
- DECA leadership conferences

#### CO-CURRICULAR / INDUSTRY EXPERIENCES



- MBA Research Exam
- Industry Tours
- Industry Panels
- Job shadowing
- Community outreach
- Marketing Campaigns
- Shark Tank/Market Day

### POSTSECONDARY OPPORTUNITIES



#### LOCAL / REGIONAL INSTITUTIONS

- Georgia State University
- University of Georgia
- Atlanta Technical College
- Gwinnett Technical College



#### DUAL ENROLLMENT

Metro-area dual enrollment options may include marketing business administration, digital marketing, retail management, fashion merchandising, hospitality marketing, or sports/event



### SCHOOLS OFFERING THIS PATHWAY

Benjamin Banneker | Chattahoochee | Northview  
Roswell | Tri-Cities | Westlake

### CAREER OPPORTUNITIES

#### CAREERS

Marketing Manager

Brand Manager

Market Research Analyst

#### ATLANTA-AREA EMPLOYERS

