

## Marketing, Sales and Service: Marketing Management Career Pathway Plan of Study: Marketer

**Career Track Description:** Social media, branding, and the Internet, are just a few of the many reasons why marketing and sales occupations are experiencing a growth-explosion with opportunities for very high wages.

**Average Salary**  
**\$100k - \$131K**

Education Levels	Grade	Career and Technical Courses for Marketing Management Pathway	eDL Course Recommended Elective Options	eDL Course Options For English, Science and Social Studies
<b>Secondary</b>	<b>9</b>	<ul style="list-style-type: none"> <li>Principles of Business, Marketing, Finance 1a</li> <li>Principles of Business, Marketing, Finance 1b</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>Business Information Management 1a</li> <li>Business Information Management 1b</li> </ul>	<ul style="list-style-type: none"> <li>Workplace and Internship Readiness</li> <li>Social Media: Our Connected World</li> <li>Introduction to Sociology</li> <li>Sociology: Your Social Life</li> </ul>	<ul style="list-style-type: none"> <li>Anatomy and Physiology 1a: Introduction</li> <li>Anatomy and Physiology 1b: Discovering Form and Function</li> <li>Marine Science: Secrets of the Blue</li> <li>Introduction to Renewable Technologies</li> </ul>
	<b>10</b>	<ul style="list-style-type: none"> <li>Marketing Foundations 1a</li> <li>Marketing Foundations 1b</li> </ul>	<ul style="list-style-type: none"> <li>Personal Psychology: The Road to Self-Discovery</li> <li>Personal Psychology: Living in a Complex World</li> <li>Public Speaking 1a: Introduction</li> <li>Public Speaking 1b: Finding Your Voice</li> </ul>	<ul style="list-style-type: none"> <li>Astronomy 1a: Introduction</li> <li>Astronomy 1b: Exploring the Universe</li> <li>Creative Writing: Unleashing the Core of Your Imagination</li> </ul>
	<b>11</b>	<ul style="list-style-type: none"> <li>Marketing 2a: Global Business and Trade</li> <li>Marketing 2b: Developing a Sales Team</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft PowerPoint</li> <li>Microsoft Word</li> <li>Microsoft Excel</li> </ul>	<ul style="list-style-type: none"> <li>Human Geography: Our Global Identity</li> </ul>
	<b>12</b>	<ul style="list-style-type: none"> <li>Management 1a: Introduction</li> <li>Management 1b: Insight &amp; Oversight</li> </ul> <p><i>*Courses with an "a" and "b" version are each a semester in length and taught together over the course of one year.</i></p>	<ul style="list-style-type: none"> <li>American Sign Language 1a: Introduction</li> <li>American Sign Language 1b: Learn to Sign</li> <li>American Sign Language 2a: Communicating</li> <li>American Sign Language 2b: Advancing Communication Skills</li> <li>Nutrition &amp; Wellness</li> </ul> <p><i>*All courses listed above are options appropriate for grades 9-12</i></p>	<p><i>*All courses listed above are options appropriate for grades 9-12</i></p>

*\*Additional options available 2022: Social Media Marketing, Marketing Management 1, Sports & Entertainment Marketing, Digital Marketing.*

**Middle School Course Recommendation:** Career Explorations 1 & 2 | Middle School Exploring Business



**Industry Certifications**   
 AMA: Sales Management  
 ASK Fundamental Marketing Concepts

## Course Descriptions



Discover the fundamental knowledge that will help you pursue a career in business, and generate interest and buzz around products and services. 



Take your knowledge of business basics, finance, and marketing to the next level, and learn the employability skills to land the job. 



Whether you plan to lead or start your own business, learn the basics of business types, finance, law, marketing, sales, customer service, and more. 



Learn about the application of information management in business, including conduct, teamwork, software, and managerial skills. 



Learn about the role of marketing in business and how to develop successful marketing strategies with legal and ethical considerations in mind. 



Become a marketing mix pro by exploring branding, advertising, promotion strategies, and more, through real-world applications and practices. 



Examine global business topics such as regulations, market research, marketing plans, global trends, buying and selling internationally, and more. 



Explore the secret to sales success through identifying expectations and planning, and learn tips on how to become a great sales manager. 



Discover foundational concepts such as leadership, managing teams, entrepreneurship, global business, finance, and technology and innovation. 



Learn to thrive in management and understand every aspect of business to optimize company operations and productivity. 



Discover how to build a well-rounded set of employability and leadership skills that allow you to guide your own career and nail your interviews. 