

Marketing

Degree Type

Career Pathways

Marketing Career Cluster

The Marketing Career Cluster is focused on planning, managing and performing marketing activities to reach organizational objectives.

Check with your counselor to see which pathways are offered at your school.

Schools

Battlefield High School,
Brentsville District High School,
Colgan High School,
Forest Park High School,
Freedom High School,
Gainesville High School,
Gar-Field High School,
Hylton High School,
Osborn Park High School,
Patriot High School,
Potomac High School,
Unity Reed High School,
Woodbridge High School

Marketing Management Pathway

People with careers in marketing management formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

Title	Credits
Principles of Business and Marketing	1
Fashion Marketing or Sports and Entertainment Marketing	1
Marketing	1
Strategic Marketing	1

Merchandising Pathway

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Title	Credits
Principles of Business and Marketing	1
Fashion Marketing	1
Advanced Fashion Marketing	1
Strategic Marketing	1

Marketing Communications

Marketing communications employees plan, coordinate and implement marketing strategies advertising promotion and public relations activities Because of the importance and high visibility of their jobs, these individuals often are prime candidates for advancement.

Title	Credits
Principles of Business and Marketing	1
Fashion Marketing or Sports and Entertainment Marketing	1
Strategic Marketing	1
Total Credits	4