



# MARKETING

## A GUIDE TO PURSUING YOUR CAREER PATH

### MARKETING COMMUNICATION & PROMOTIONS >>>

Marketing professionals are responsible for developing, implementing and managing a company's marketing efforts, both through traditional and digital formats, in order to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors. They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers' wants and needs.

From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

### HIGH SCHOOL PATHWAY CLASSES >>>

**MARKETING PRINCIPLES** addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strate-

**PROMOTIONS & PROFESSIONAL SALES** focuses on the performance of key responsibilities required in a retail environment. Students develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

**MARKETING COMMUNICATIONS ESSENTIALS** focuses on the communication aspects of the business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, direct marketing, public relations, sales promotions, and digital marketing communications. Students learn how communications affects budget considerations, marketing information decision-making and all future business opportunities.



### CAPSTONE: WBL INTERNSHIP >>>

**WBL (WORK-BASED LEARNING)** connects skilled, knowledgeable and driven students to local businesses every year. Students who participate in the Marketing program and have been selected to participate in WBL will leave school early to work with our fantastic business partners. Benefits to students include a chance to put skills learned in the classroom to use in an authentic setting, getting a competitive advantage on their career and networking with industry leading professionals all while still in high school. [www.hallcowbl.org](http://www.hallcowbl.org)



### CAREER TECH STUDENT ORGANIZATIONS >>>

**DECA** prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

Through participation in DECA activities, members learn how to communicate thoughts and ideas, how to organize a presentation and more about what businesses expect from employees while gaining problem-solving skills. Their experience empowers them to be an effective leader and connects school to the real world. DECA also helps members recognize the benefit of community service.



### POTENTIAL CAREERS >>>

- Directors of Marketing
- Internal Communications Managers
- Management Analysts
- Survey Researchers
- Demonstrators & Product Promoters
- Green Marketers
- Market Research Analysts
- Marketing Specialists
- Advertising & Promotions Managers
- Telemarketers
- Social Media Marketers
- Fashion Marketers
- Entrepreneur

# MARKETING COMMUNICATIONS & PROMOTIONS

## CAREER PATHWAY - PLAN OF STUDY

### GRADUATION REQUIREMENTS

#### ENGLISH/LANGUAGE ARTS

4 Units *Must Include:*

9th Grade Literature & American Literature

#### SOCIAL STUDIES

3 Units *Must Include:*

World History, US History, Government & Economics

#### MATHEMATICS

4 Units *Must Include:*

GSE Algebra I, GSE Geometry & GSE Algebra II

+

one additional GSE/AP/IB/DE Math course

OR

GSE Accelerated Algebra I/Analytic Geometry A,

GSE Accelerated Geometry B/Algebra II, GSE Precalculus

+

one additional GSE/AP/IB/DE Math course

#### SCIENCE

4 Units *Must Include:*

Physical Science or Physics; Biology;

Chemistry, Earth Systems, Environmental Science or AP/IB course

+

one additional Science course

#### HEALTH & PERSONAL FITNESS

1 Unit *Must Include:*

1/2 unit of each

#### CAREER, TECHNICAL & AGRICULTURE EDUCATION (CTAE)

3 Units *Must include:*

Marketing Principles, Promotion & Professional Sales,  
Marketing Communications Essentials

#### ELECTIVES

4 Units

\*Students planning to attend most post-secondary institutions must take 2 units of the same modern language.

#### TOTAL UNITS REQUIRED

23 Units

### PERSONAL APTITUDES

#### ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Shop & go to the mall.
- Be in charge.
- Make displays & promote ideas.
- Give presentations & enjoy public speaking.
- Take advantage of chances to make money.
- Persuade people to buy products or participate in activities.



#### PERSONAL QUALITIES THAT DESCRIBE ME:

- Enthusiastic
- Self-motivated
- Competitive
- Persuasive
- Creative

#### WANT MORE INFORMATION ON YOU?

YouScience is the science of YOU – how your mind is wired, what makes you tick, the skills and knowledge that set you apart. You have talent and there's a path that's right for you – we can help you find it.



Login to Infinite Campus and locate the SLDS Portal link on the left. Once logged in, click on "My Career Plan" then choose "Go to YouScience".

#### WHAT YOU LEARN IN SCHOOL MATTERS

You're learning skills and knowledge that can make you a qualified candidate for in-demand careers. Industry-recognized certifications, available to all pathway students, are great signals to employers that you have the skills they're looking for. Certifications help validate what you know, so other people know, that you know it.

#### QUESTIONS?

Contact your CTAE teacher, WBL Coordinator or School Counselor

## PATHWAY TO FUTURE CAREER OPTIONS

### HIGH SCHOOL

#### Pathway Courses

Marketing Principles  
Promotion & Professional Sales  
Marketing Communications Essentials

#### Capstone

WBL Internship  
Dual Enrollment

### POST-SECONDARY

#### Technical College

Certificate  
Diploma Program  
Degree Program

#### 4 Year College/University

Bachelor Degree  
Masters Degree  
Graduate Studies