



**MARKETING**

# MARKETING AND MANAGEMENT PATHWAY

Students develop knowledge and skills in the foundational areas of marketing (economics, human relations and business basics) and the functional areas of marketing (product and service planning, marketing information management, purchasing and pricing, selling and promotion, risk management, financing and distribution/logistics), as well as international marketing, management and entrepreneurship.

**PATHWAY COURSES**

- Marketing Principles
- Marketing and Entrepreneurship
- Marketing Management

**RECOMMENDED COURSES**

- Any Business and Computer Science Course
- Sports and Entertainment Marketing
- Work-Based Learning
- World Language

**POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES**

**TECHNICAL COLLEGES**

- Business Administration
- Business Management
- Entrepreneurship
- Expert Sales Management
- Fashion Design and Marketing
- Retail and Merchandising

**COLLEGES/UNIVERSITIES**

- Accounting
- Advertising
- Business Economics
- Communication
- Graphic Arts
- Hospitality Administration
- International Business
- Management
- Marketing
- Professional Sales
- Real Estate
- Risk Management and Insurance

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**



- Alliance Academy for Innovation
- Forsyth Central High School
- North Forsyth High School
- Denmark High School
- Forsyth Virtual Academy
- South Forsyth High School
- East Forsyth High School
- Lambert High School
- West Forsyth High School

**TOP CAREER CHOICES**

**Chief Executive**  
 Bachelor Degree plus experience needed  
 \$155,168 annual salary  
 850 annual average openings in Georgia

**Human Resources, Training and Labor Relations Specialist**  
 Bachelor Degree needed  
 \$53,061 annual salary  
 150 annual average openings in Georgia

**Marketing Manager**  
 Bachelor Degree plus experience needed  
 \$94,307 annual salary  
 310 annual average openings in Georgia

**Marketing Research Analyst**  
 Bachelor Degree needed  
 \$61,464 annual salary  
 210 annual average openings in Georgia

**ADDITIONAL CAREER CHOICES**

- Advertising Account Executive
- Airline Customer Service Agent
- Art Dealer and Director
- Automobile Salesperson
- Barber and Salon Owner
- Communications Specialist
- Creative Director
- Customer Service Representative
- Demonstrator and Product Promoter
- Entertainment Marketer
- Entrepreneur
- Fashion Retailer
- Floral Designer
- Funeral Director
- Insurance Agent
- Interior Designer
- Landscape Architect
- Logistics Specialist
- Market Research Analyst or Specialist
- Media Buyer
- Product Development Management
- Public Relations Specialist
- Purchaser
- Real Estate Agent
- Retail Buyer and Salesperson
- Sales Representative
- Sports Marketer
- Travel Agent



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>

