



MARKETING

MARKETING COMMUNICATIONS AND PROMOTIONS PATHWAY

Keen competition should be expected in these highly coveted jobs. Those working in the marketing communications and promotion field coordinate market research, market strategies, sales, advertising, promotion, pricing, product development and public relations activities. Job opportunities available in this field include advertising managers, account executives, creative directors, media directors, promotions managers, marketing managers, product development managers, market research managers, public relations managers and sales managers. These jobs are found in almost every industry, and the number of jobs available is expected to increase faster than average through 2020. College graduates with related experience, a high level of creativity and strong communication skills will have the best job opportunities. Technology is changing the way we communicate and promote goods and services with potential customers. As a result, the more computer related skills one can accumulate, the better his/her employment opportunities in this industry.

PATHWAY COURSES

- Marketing Principles
- Promotion and Professional Sales
- Marketing Communications Essentials

RECOMMENDED COURSES

- Any Business and Computer Science Course
- Entrepreneurship
- Marketing Management
- Work-Based Learning
- World Language

POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

TECHNICAL COLLEGES

- Business Administration
- Expert Sales Management
- Project Management

COLLEGES/UNIVERSITIES

- Accounting
- Advertising
- Business Economics
- Communication
- Graphic Arts
- International Business
- Management
- Marketing
- Professional Sales

CAREER AND TECHNICAL STUDENT ORGANIZATIONS



TOP CAREER CHOICES

Advertising and Promotions Manager
 Bachelor Degree needed
 \$102,602 annual salary
 71 annual average openings in Georgia

Public Relations Specialists
 Bachelor Degree needed
 \$57,399 annual salary
 112 annual average openings in Georgia

Market Research Analysts
 Bachelor Degree needed
 \$66,503 annual salary
 519 annual average openings in Georgia

ADDITIONAL CAREER CHOICES

- Advertising and Promotion Managers Search
- Business Teachers/Post-Secondary
- Green Marketers
- Marketing Managers
- Marketing Strategists
- Public Relations Specialists Advertising
- Sales Agents/Sales Managers
- Sales Representatives

- 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

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