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

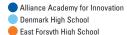
#### **COLLEGES/UNIVERSITIES**

- 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











2022-2023 FCS Career and Technical Education

**MARKETING** 

## **MARKETING AND MANAGEMENT PATHWAY**

#### **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

#### **Personal Financial Advisor**

Bachelor Degree needed \$75,754 annual salary 470 annual average openings in Georgia

**ADDITIONAL CAREER CHOICES** Advertising Account Executive Advertising Executive Airline Customer Service Agent Art Dealer and Director Communications Specialist Creative Director Customer Service Representative **Demonstrator and Product Promoter Entertainment Marketer** Fashion Retailer **Funeral Director** 

Interior Designer Landscape Architect Logistics Specialist Market Research Analyst Marketing Specialist Media Buyer

Insurance Agent

Mortgage Broker Product Development Management **Public Relations Specialist** 

Purchaser

Real Estate Agent Retail Buyer and Salesperson

Sales Representative

Travel Agent



Source: GADOE Plans of Study

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