

Go to GACollege411 at www.GACollege411.org for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, loans, and FAFSA and CSS forms).

Current GEORGIA Graduation Rule for student entering the 9 th grade in fall of 2008-2009 Areas of Study:	Credits	Postsecondary Programs of Study Technical College	Postsecondary Programs of Study University of Georgia System
I. English/Language Arts	4	<p>Select the following link for a list of Technical College System of Georgia (TCSG) institutions offering programs in Marketing and Management. Each technical college varies in the specific degrees (AAS), diplomas, and certificates offered.</p> <p>https://kms.dtae.org/portal/tcsg/TC SGProgramOfferings.aspx</p> <p>Step 1: Use the drop-down box to select the term you plan to enter a TCSG institution;</p> <p>Step 2: From the Specific Program drop-down box select Marketing or Marketing Management.</p> <p>You can then view a list of TCSG institutions that offer this program as well as the specific campus and awards (degree, diploma or certificate) offered.</p>	<p>The following link will list Board of Regents institutions offering degrees in Marketing and Management. In the first box titled "Major," type "Marketing." Then click the button at the bottom "View Matching Campuses" for a list. It will not be necessary to fill in all the other boxes. Further research will be required for specific programs of study that align with the pathway.</p> <p>http://www.gacollege411.org/Select/MatchAsst/default.asp</p>
II. Math	4		
III. *Science	4		
IV. Social Studies	3		
V. **Career, Technical and Agricultural Education (CTAE), and/or Modern Language/Latin, and/or Fine Arts	3		
VI. Health & Physical Education	1		
VII. Electives (4 units)	4		
TOTAL UNITS	23		
<p>* 4th Science may be used to meet both the required science and required elective in CTAE sequence of courses (V)</p> <p>**Student <u>must</u> complete 3 units in a pathway to complete CTAE pathway and take end of pathway assessment. Student <u>must</u> complete 2 years of the same Modern Language/Latin for admission to Georgia Board of Regents colleges/universities.</p>			

The sample **MARKETING & MANAGEMENT PATHWAY** occupations listed below meet two out of three of GDOE definitions for high-demand, high-wage and high-skilled. www.occsupplydemand.org

Occupation Specialties	Level of Education Needed	Average Salary	Annual Average Openings in Georgia
Chief Executive	Bachelor Degree plus work experience	\$155,168	850
Marketing Research Analyst	Bachelor Degree	\$61,464	210
Marketing Manager	Bachelor Degree plus work experience	\$94,307	310
Personal Financial Advisor	Bachelor Degree	\$75,754	470
Human Resources, Training, and Labor Relations Specialist	Bachelor Degree	\$53,061	150

MARKETING & MANAGEMENT

Marketing, Sales and Service 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. Employment of marketing, sales and service managers is expected to increase 18 to 26 percent through 2014; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Currently students in the Marketing & Management pathway are eligible to take the National Credentialing Exam in industry-certified programs (ask your instructor if the local program is industry-certified). The state components of the national exam consist of a career portfolio of marketing/DECA events and accomplishments, a community service project, and an interview.

Competition for marketing, sales, and service jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs and volunteer work will be important to employers for entry-level jobs.

Anyone interested in this field should enjoy working with people, should be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.

For more information, visit these websites:
 American Marketing Association –www.ama.org
www.GACollege411.org
www.dol.state.ga.us