

High School to College and Career Pathway: Secondary

Career and Technical Education: Preparing Students for College and Career!



Area of Study: Marketing Education

Pathway: Marketing Management

Get the Facts
According to marketing industry studies, a person's "brand loyalty" may begin as early as age two.

Workforce Trends
Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

CAREER AND TECHNICAL EDUCATION		
Recommended Pathway Courses		
(Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.)		
CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL		
Course #	Foundation Courses: (required)	Credit
08.0711	Marketing 1	.50
08.0709	Marketing 2	.50
Elective Courses:		
08.9904	Advertising / Promotion	.50
08.0710	Customer Service	.50
08.0802	Social Media Marketing	.50
08.0601	Economics	.50
08.0301	Marketing Entrepreneurship	.50
52.0621	Business Entrepreneurship	.50
08.0101	Fashion Merchandising	.50
08.0199	Fashion Merchandising, Advanced	.50
08.0211	Leadership Principles	.50
08.1701	Real Estate	.50
08.0705	Retailing	.50
08.0903	Sports & Entertainment Marketing	.50
08.0901	Travel & Tourism	.50
52.0312	Accounting I	.50
52.0211	Business Management	.50
52.0441	Business Law	.50
32.0199	Student Internship (Critical Workplace Skills)	.50

1.00 credit

2.00 credits

3.00 credits for completion

Marketing Management is:

- > High wage
- > High demand

Sample Career Occupations

- > Advertising Account Executive
- > Advertising Production Manager
- > Brand Manager
- > Marketing Education Teacher
- > Marketing Manager
- > Market Research Analyst
- > Promotions Manager
- > Public Relations Account Executive

Middle School		State Requirements		High School Suggested Education Plan				College and Career
7th Grade	8th Grade	Middle School	High School	9th Grade Suggested	10th Grade Suggested	11th Grade Suggested	12th Grade Suggested	Beyond High School
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts 4.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	Language Arts 12 1.00	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <ul style="list-style-type: none"> > Certificate > Associate degree > Bachelor's degree > Professional degree > On-the-job training > Apprenticeship > Military training <p>For more information on salary projections, labor market demand, and training options, visit www.utahfutures.org.</p>
Math * 1.00	Math * 1.00	2.00	Math 3.00	Math * 1.00	Math * 1.00	Math * 1.00	Accounting 1.00	
Science .50	Science 1.00	1.50	Science 3.00	Earth Systems 1.00	Biological Science 1.00	Additional Credit 1.00		
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies 3.00	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50	
P.E. 1.00	Health .50	1.50	P.E./Health 2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts 1.50	Fine Arts Courses 1.50				
Keyboarding .50			Computer Tech. .50	Computer Technology .50				
CTE Intro 1.00		1.00	CTE 1.00	Refer to Career and Technical Education box above.				

* Talk to your school counselor about math requirements in the new common core curriculum. Core curriculum and elective requirements may vary district to district.

Concurrent enrollment course offerings vary by school and district. Many Utah postsecondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional postsecondary Pathways for details.