MARKETING

MARKETING AND MANAGEMENT PATHWAY

tudents develop no led e and s ills in the foundational areas of mar- etin (economics, human relations and business basics) and the functional areas of mar etin (product and service plannin , mar etin information mana ement, purchasin and pricin , sellin and promotion, ris mana ement, financin and distribution lo istics), as ell as international mar etin , mana ement 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 Aca e l nn ain
- ● en a i c l
- ● & S i c l
- ● S en al i c l
- ● S i al Aca e
- ● a e i c l
- ● S i c l
- ● S i c l
- ● M & S i c l

TOP CAREER CHOICES
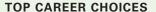
Chief Executive
Bachelor Degree plus experience needed
$155,168 annual salary
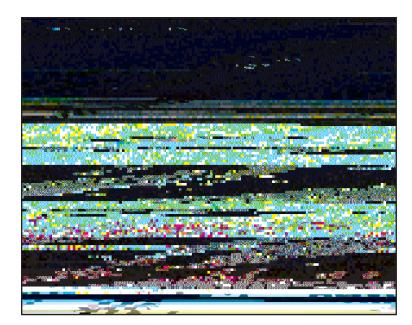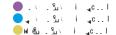850 annual average openings in Georgia

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

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