

# Industry Credentials, Concentration Sequences, and Career Clusters

## Marketing Management (8132)

### Industry Credentials:

*These apply only to 36-week courses.*

- A\*S\*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- College Level Examination Program (CLEP): Principles of Marketing
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals Certification Assessment
- Retail Merchandising Assessment
- Virtual Enterprise Certification Assessment
- Workplace Readiness Skills for the Commonwealth Examination

### Concentration Sequences:

*A combination of this course and those below, equivalent to two 36-week courses, is a **concentration sequence**. A **program completer** is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program. Students wishing to complete a specialization may take additional courses based on their career pathways.*

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing (8120/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)

- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)

## **Career Clusters, Career Pathways, and Occupations:**

- Arts, Audio/Visual Technology and Communications
  - Audio and Video Technology and Film
    - Producer
  - Journalism and Broadcasting
    - Program Director
    - Radio, TV Announcer
    - Radio, TV Reporter
  - Printing Technology
    - Production, Planning, Expediting Clerk
  - Visual Arts
    - Media Planner, Buyer
- Business Management and Administration
  - Administrative Support
    - Customer Service Representative
    - Office Manager
    - Project Manager
    - Shipping and Receiving Clerk
  - Business Information Management
    - Customer Service Representative
    - Market Research Analyst
    - Marketing Manager
    - Office Manager
    - Operations Research Analyst
    - Project Manager
  - General Management
    - Administrative Services Manager
    - Business and Development Manager
    - Chief Executive Officer
    - Credit Manager
    - Customer Service Representative
    - Director
    - Entrepreneur
    - Facilities Manager
    - Franchisee
    - General Manager
    - Human Resources Manager
    - Meeting and Convention Planner

- Office Manager
  - Operations Manager
  - Payroll Manager
  - Project Manager
  - Purchasing Manager
  - Sports and Entertainment Manager
- Human Resources Management
  - Compensation and Benefits Manager
  - Human Resources Manager
  - Office Manager
  - Project Manager
  - Public Relations Manager
  - Training and Development Manager
- Operations Management
  - Chief Operating Officer
  - Customer Service Representative
  - Customer Service Supervisor
  - Department Manager
  - Entrepreneur
  - Facilities Manager
  - General Manager
  - Marketing Manager
  - Master Scheduler
  - Payroll Manager
  - Procurement Specialist
  - Purchasing Manager
  - Sales Manager
  - Salesperson
  - Shipping and Receiving Clerk
  - Sports and Entertainment Manager
- Marketing
  - Marketing Communications
    - Advertising Account Executive
    - Advertising and Promotions Manager
    - Marketing Communication Manager
    - Marketing Manager
    - Media Planner, Buyer
    - Public Information Director
    - Public Relations Manager
    - Public Relations Specialist
    - Sales Manager
    - Trade Show Manager
  - Marketing Management
    - Advertising and Promotions Manager
    - Brand Manager
    - Chief Executive Officer

- Entrepreneur
  - Franchisee
  - General Manager
  - Marketing Communication Manager
  - Marketing Manager
  - Media Planner, Buyer
  - Public Information Director
  - Public Relations Manager
  - Retail Manager
  - Shipping and Receiving Clerk
- Marketing Research
  - Brand Manager
  - Market Research Analyst
  - Merchandising Coordinator
- Merchandising
  - Account Executive
  - Customer Service Representative
  - Merchandise Buyer
  - Merchandise Displayer, Window Trimmer
  - Merchandise Manager
  - Merchandising Coordinator
  - Operations Manager
  - Retail Manager
- Professional Sales
  - Account Executive
  - Entrepreneur
  - Human Resources Manager
  - Manufacturer's Sales Representative
  - Property, Real Estate, and Community Association Manager
  - Sales Manager
  - Salesperson
  - Telemarketer
  - Trade Show Manager
  - Wholesale and Manufacturing, Technical and Scientific Products Sales Representative
- Transportation, Distribution, and Logistics
  - Health, Safety, and Environmental Management
    - Health, Safety, and Environment Manager
  - Sales and Service
    - Billing Clerk
    - Customer Service Representative (CSR)
    - Dispatcher
    - Office Manager
    - Parts Salesperson
    - Statement Clerk