

# Industry Credentials, Concentration Sequences, and Career Clusters

## Marketing (8120)

### Industry Credentials:

*These apply only to 36-week courses*

- A\*S\*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations and Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- Microsoft Certified Fundamentals Examinations: Dynamics 365 Fundamentals Customer Engagement Apps
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals 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.*

- Business Management (18 Weeks)
- Business Management (36 Weeks)
- Digital and Social Media Marketing
- Entrepreneurship
- Fashion Marketing
- International Baccalaureate Business Management
- Lodging Management
- Marketing Exploration (formerly Introduction to Marketing) (18 Weeks)
- Marketing Exploration (formerly Introduction to Marketing) (36 Weeks)
- Marketing Management
- Opportunities in Global Trade
- Principles of Business and Marketing (18 Weeks)

- Principles of Business and Marketing (36 Weeks)
- Sports and Entertainment Marketing
- Travel and Tourism Marketing

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

- Marketing
  - Marketing Communications
    - Advertising and Promotions Manager
    - Art Director
    - Marketing Communication Manager
    - Marketing Manager
    - Multimedia Artist, Animator
    - Public Information Director
    - Public Relations Manager
    - Sales Manager
    - Trade Show Manager
    - Fundraiser
  - Marketing Management
    - Advertising and Promotions Manager
    - Brand Manager
    - Chief Executive Officer
    - Entrepreneur
    - Franchisee
    - General Manager
    - Marketing Manager
    - Retail Manager
    - Property, Real Estate, and Community Association Manager
  - Marketing Research
    - Database Administrator
    - Market Research Analyst
    - Merchandising Coordinator
    - Product Planner
    - Marketing Specialist
  - Merchandising
    - Customer Service Representative
    - Merchandise Buyer
    - Merchandise Displayer, Window Trimmer

- Merchandise Manager
  - Operations Manager
  - Retail Manager
- Professional Sales
  - Account Executive
  - Entrepreneur
  - Manufacturer's Sales Representative
  - Media Planner, Buyer
  - Property, Real Estate, and Community Association Manager
  - Real Estate Sales Agent
  - Sales Manager
  - Sales Representative
  - Telemarketer
  - Trade Show Manager
  - Wholesale and Manufacturing, Technical and Scientific Products Sales
- Advertising Sales Agent
  - Supervisor
- Transportation, Distribution and Logistics
  - Sales and Service
    - Billing Clerk
    - Customer Service Representative (CSR)
    - Dispatcher
    - Office Manager
    - Parts Sales Representative
    - Statement Clerk