

Industry Credentials, Concentration Sequences, and Career Clusters

Marketing Exploration (8110, 8111)

Industry Credentials:

These apply only to 36-week courses.

- College and Work Readiness Assessment (CWRA+)
- National Career Readiness Certificate 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)
- Fashion Marketing (8140/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Lodging Management (8159/36 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Strategic Marketing (formerly Marketing, Advanced) (8130/36 weeks)
- Travel and Tourism Marketing (8139/36 weeks)

Career Clusters, Career Pathways, and Occupations:

- Hospitality and Tourism
 - Lodging
 - Bookkeeping, Accounting, or Auditing Clerk
 - Chief Engineer

- Concierge
 - Front Desk Clerk
 - Front Office Manager
 - Lodging Manager
 - Marketing Manager
 - Reservationist
- 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
 - Marketing Management
 - Advertising and Promotions Manager
 - Brand Manager
 - Chief Executive Officer
 - Entrepreneur
 - Franchisee
 - General Manager
 - Marketing Manager
 - Property Manager
 - Retail Manager
 - Marketing Research
 - Database Administrator
 - Marketing Specialist
 - Market Research Analyst
 - Merchandising Coordinator
 - Product Planner
 - Merchandising
 - Customer Service Representative
 - Merchandise Buyer
 - Merchandise Displayer, Window Trimmer
 - Merchandise Manager
 - Operations Manager
 - Retail Manager
 - Professional Sales
 - Account Executive
 - Advertising Sales Agent
 - Entrepreneur
 - Manufacturer's Sales Representative
 - Media Planner, Buyer

- Property, Real Estate, and Community Association Manager
- Real Estate Sales Agent
- Sales Manager
- Salesperson
- Supervisor
- Telemarketer
- Trade Show Manager
- Wholesale and Manufacturing, Technical and Scientific Products Sales Representative