

Industry Credentials, Concentration Sequences, and Career Clusters

Marketing Exploration (formerly Introduction to Marketing) (8110)

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+)
- 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
- Entrepreneurship
- Fashion Marketing
- Introduction to Fashion Careers (18 Weeks)
- Introduction to Fashion Careers (36 Weeks)
- Lodging Management
- Marketing
- Marketing Management
- Opportunities in Global Trade
- Principles of Business and Marketing (18 Weeks)
- Principles of Business and Marketing (36 Weeks)
- Sports and Entertainment Marketing
- Strategic Marketing (formerly Marketing, Advanced)
- Travel and Tourism Marketing

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
 - 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