

# 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