

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