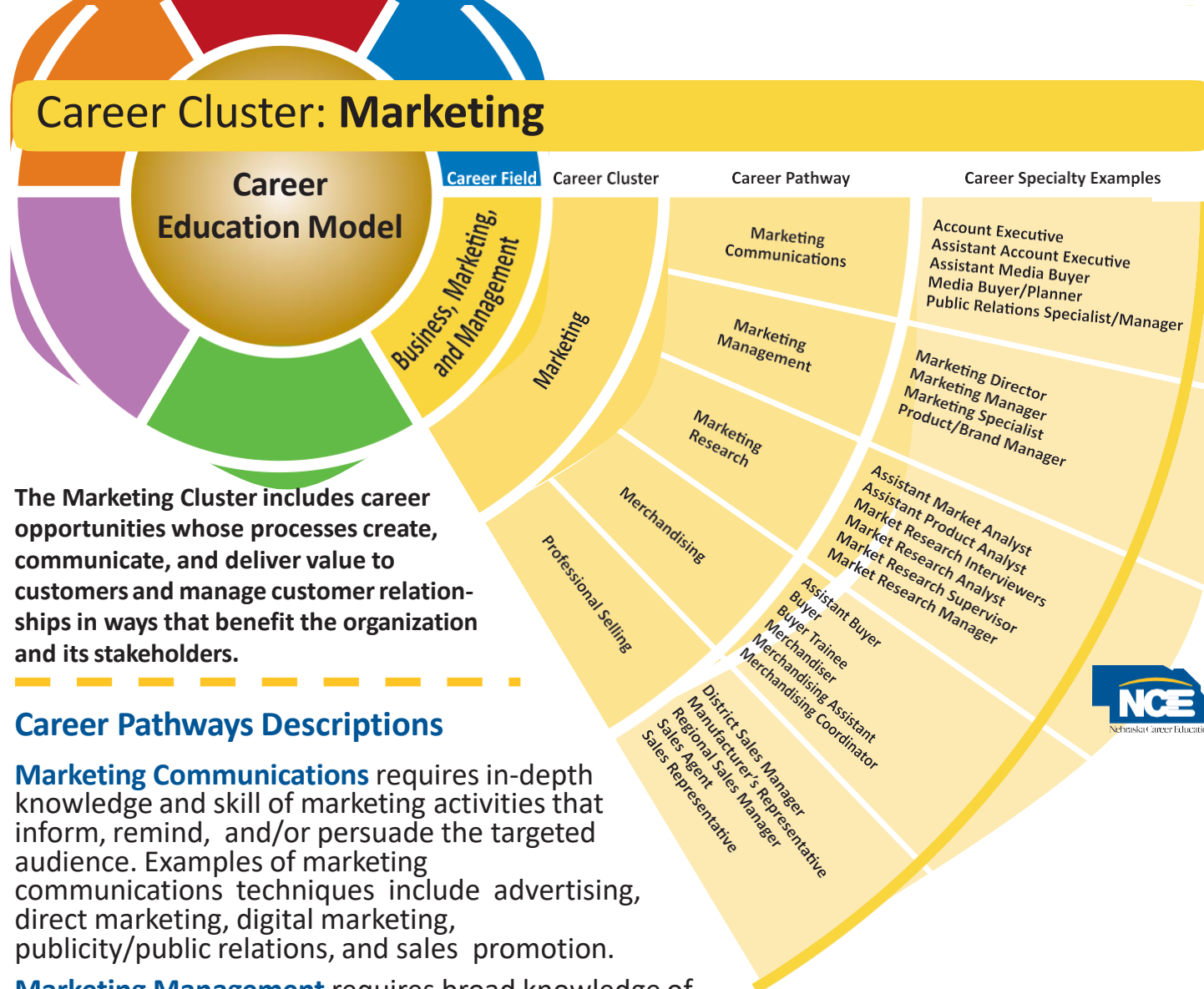


## Career Cluster: Marketing



The Marketing Cluster includes career opportunities whose processes create, communicate, and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

### Career Pathways Descriptions

**Marketing Communications** requires in-depth knowledge and skill of marketing activities that inform, remind, and/or persuade the targeted audience. Examples of marketing communications techniques include advertising, direct marketing, digital marketing, publicity/public relations, and sales promotion.

**Marketing Management** requires broad knowledge of all marketing functions. These functions are channel management, marketing-information management, pricing, product/service management, promotion, and selling. The cornerstone curriculum of the Marketing Management Pathway can be augmented with contextual skills and understanding in such areas as sports marketing, fashion marketing, food marketing, global marketing, etc.

**Marketing Research** requires in-depth knowledge of marketing activities that involve determining information needs; designing data-collection processes, collecting data, analyzing data, presenting data, and using data for marketing planning.

**Merchandising** requires in-depth knowledge of marketing activities focused on efficient and effective product planning, selection, and buying for resale.

**Professional Selling** requires in-depth knowledge of marketing and management activities performed to determine customer needs/wants and respond through planned, personalized communication to influence purchase decisions and enhance future business operations.

***Do you sell advertising space for the school yearbook or newspaper?***

***Do you like to do public speaking or debating?***

***Are you good at organizing your own time?***

***Have you helped convince people to participate in an activity?***

***Are you friendly and outgoing?***

<https://azcis.intocareers.org/VideoPlayer.aspx?VideoFileNum=00-000014>

2:18 minutes video on this career cluster (you must be logged into AZCIS to see video)

# Occupations Examples

## Levels of Education and Earnings\*

\* Data from AZCIS

	National Annual Median Wage	Arizona Annual Median Wage
Short-Term, On-the-Job Training (Less than One Month)		
<a href="#">Cashiers</a>	\$19,310	\$19,210
<a href="#">Counter and Rental Clerks</a>	\$24,440	\$23,700
<a href="#">Demonstrators and Promoters</a>	\$24,940	\$24,040
<a href="#">Models</a>	\$27,530	\$37,520
<a href="#">Retail Salespeople</a>	\$21,780	\$21,550
<a href="#">Route Salespeople</a>	\$22,450	\$19,370
<a href="#">Telemarketers</a>	\$23,530	\$23,440
Moderate-Term, On-the-Job Training (One to Twelve Months)		
<a href="#">Advertising Salespeople</a>	\$48,490	\$44,070
<a href="#">Merchandise Displayers</a>	\$26,870	\$28,270
<a href="#">Parts Salespeople</a>	\$29,650	\$25,340
Work Experience in a Related Occupation		
<a href="#">Property and Real Estate Managers</a>	\$55,380	\$48,700
<a href="#">Sales Worker Supervisors</a>	\$38,310 - \$72,300	\$37,610 - \$61,840
Postsecondary Vocational Training (Certificate or Diploma)		
<a href="#">Real Estate Agents</a>	\$43,370	\$40,990
Bachelor's Degree		
<a href="#">Buyers and Purchasing Agents</a>	\$52,940 - \$62,220	\$46,460 - \$60,320
<a href="#">Market Research Analysts</a>	\$62,150	\$56,490
<a href="#">Public Relations Specialists</a>	\$56,770	\$50,120
<a href="#">Sales Representatives</a>	\$55,730 - \$97,650	\$48,940 - \$103,130
Work Experience Plus a Bachelor's or Higher Degree		
<a href="#">Advertising Managers</a>	\$95,890	\$94,180
<a href="#">Marketing Managers</a>	\$128,750	\$98,700
<a href="#">Public Relations Managers</a>	\$104,140	\$89,160
<a href="#">Sales Managers</a>	\$113,860	\$94,540



# Career Plan of Study

Learner Name \_\_\_\_\_

Date \_\_\_\_\_

Learner Signature \_\_\_\_\_

Advisor Signature \_\_\_\_\_

Parent/Guardian Signature (if required) \_\_\_\_\_

*This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. All plans should meet high school graduation requirements as well as college entrance requirements.*

	9 <sup>th</sup> Grade	10 <sup>th</sup> Grade	11 <sup>th</sup> Grade	12 <sup>th</sup> Grade
<b>High School</b>	English I	English II	English III	English IV
	Algebra I or Geometry	Geometry or Algebra II	Algebra II, Trigonometry or Statistics	Pre-Calculus, Trigonometry or Statistics
	Physical Science or Biology I	Biology I or Chemistry I	Chemistry, or Physics	Psychology
	Geography/State History	World History	American History	Economics/Government
	<b>Required Courses/Electives</b> PE, Health, Art, Foreign Language, or Computer Technology	<b>Required Courses/Electives</b> PE, Health, Art, Foreign Language, or Computer Technology	<b>Additional High School Electives</b> Marketing Fundamentals Coop Marketing Fundamentals Business Management & Supervision Fashion Merchandising & Management Sports & Entertainment Marketing Entrepreneurship Marketing Research Sales & Sales Promotion E Commerce Marketing Marketing Economics Public Relations Marketing	<b>Technology Center Electives</b> Marketing Management Fashion Merchandising International Marketing
	<b>Career Electives</b> Career Orientation	<b>Career Electives</b> Marketing Fundamentals		
<b>Post-Secondary</b>	<b>Career/Technical College</b>		<b>Community College</b>	<b>College/University</b>
	<ul style="list-style-type: none"> <li>☞ Marketing Management</li> <li>☞ Fashion Merchandising</li> <li>☞ International Marketing</li> </ul>		<ul style="list-style-type: none"> <li>☞ Retail Management</li> <li>☞ Marketing</li> <li>☞ Entrepreneurship</li> <li>☞ Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>☞ Marketing</li> <li>☞ Merchandising</li> <li>☞ Public Relations</li> <li>☞ Management Information Systems</li> </ul>
<b>Career Enhancement Options</b>	<b>Work-based Learning Options</b>		<b>Short-Term Training Options</b>	
	Job-Shadowing:		☞ Marketing a Small Business	
	Internship/Mentorship:		☞ Insurance Licensing	
On-The-Job Training:		☞ Real Estate Licensing		
		☞ Web Page Design		
		☞ Adobe Illustrator		