Marketing Career Pathway

Start Pre-Marketing
As early as grade 7 (based on readiness)

Customer Service Representative
Median Salary: $30,520
Job Growth (10 yr): 8.7%
Annual Openings: 2,916
Average Tuition (1 yr): $0 - $3,900/yr

Public Relations Specialist
Median Salary: $45,640
Job Growth (10 yr): 15.9%
Annual Openings: 295
Average Tuition (2 yrs): $3,900/yr

Public Relations Manager
Median Salary: $101,480
Job Growth (10 yr): 10.1%
Annual Openings: 62
Average Tuition (4 yrs): $9,600/yr

Workplace Visits
Job Shadow
Internship
Work

Supervised Experience
--- Work

Supervised Experience Internship
--- Work

Internship
--- Work

Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

Preparing students for multiple options after high school:
gainful employment and/or postsecondary study.

Data reflects 2014 Ohio labor statistics and public institutions of higher education for 2013-2014. For specific tuition costs, visit ohiohighered.org.
### Secondary Pathway: Marketing Management

#### Postsecondary Program: Marketing

**An Example of Courses with Secondary and Postsecondary Credits**

<table>
<thead>
<tr>
<th>Secondary</th>
<th>Postsecondary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td>Year 2</td>
</tr>
<tr>
<td><strong>1st Semester</strong></td>
<td><strong>1st Semester</strong></td>
</tr>
</tbody>
</table>

#### High School Career-Technical Education Program Courses

- **High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses**

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Recommended Electives</th>
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</table>

Visit education.ohio.gov/CareerConnections for reference information.

Course titles and sequences will vary between schools.

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5/2015