



Marketing Career Pathway

Certified Professional Salesperson

Bachelor's Degree, Marketing

Master's Degree, Marketing

Start Pre-Marketing

As early as grade 7 (based on readiness)

Sales Representative

Median Salary: \$48,430
Job Growth (10 yr): 13.2%
Annual Openings: 908
Average Tuition (1 yr): \$0 – \$3,900/yr

Sales Supervisor (Non-Retail)

Median Salary: \$64,960
Job Growth (10 yr): -0.5%
Annual Openings: 359
Average Tuition (4 yrs): \$9,600/yr

Marketing Manager

Median Salary: \$113,080
Job Growth (10 yr): 8.8%
Annual Openings: 186
Average Tuition (2 yrs): \$11,300/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.

Ohio In-demand Occupations

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

| | | | | | | | | | |
|---------------|------------------------|----------------------------|-------------------------------|--------------------------------|------------------------------------|---------------------------|-----------------------------------|----------------------|-----------------|
| Secondary | 7 8 | English I | Algebra I | Physical Science | Social Studies | Fine Arts | Fundamentals of Business & Admin. | | |
| | 9 10 | English II | Geometry | Biology | World History | Health (.5) PE (.5) | Business Foundations | Marketing Principles | World Languages |
| | 11 | English III | Algebra II | Chemistry | U.S. History | Marketing Applications | Professional & Technical Sales | World Languages | |
| | 12 | English IV | Trigonometry/ Calculus | Physics | U.S. Government | Marketing Research | Marketing Capstone | | |
| Postsecondary | Year 1 1st Semester | English | Statistics | Retailing | Micro-economics | Digital Media Preparation | College Seminar | | |
| | Year 1 2nd Semester | Marketing Principles | Financial Accounting | Supply Chain Mgmt Principles | Branding | Customer Service & Sales | Physics | American History | |
| | Year 2 1st Semester | Web & Electronic Marketing | Advertising & Promotion | Business-to-Business Marketing | Marketing Info & Consumer Analysis | Managerial Accounting | | | |
| | Year 2 2nd Semester | Global Marketing | Project Management Principles | Direct & Database Marketing | Marketing Seminar | Marketing Practicum | Fundamentals of Interactive Media | | |

High School Career-Technical Education Program Courses

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

Required Courses

Recommended Electives

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

Course titles and sequences will vary between schools.

11/2014