

Georgia Department of Education
Career Pathway Descriptions

Marketing Cluster

Planning, managing, and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications and market research.

Marketing and Management Pathway

Marketing and Management is one of three pathways in the Marketing Cluster. Marketing is the process responsible for identifying, anticipating and satisfying customer requirements in a manner that is profitable for the business. Marketing management involves the organization and coordination of the activities of the business which is aimed at achieving defined objectives. This growing demand for marketers by U. S. companies will cause employers and recruiters to compete fiercely to attract top marketing candidates over the next decade. Students participating in Georgia's Marketing and Management Pathway will obtain knowledge and skills in management and entrepreneurship, professional sales and marketing, buying and merchandising, marketing communications and promotion, marketing information management and research, distribution and logistics, global marketing, and e-marketing. This pathway culminates with an opportunity for students to take the MBA Research "A*S*K Marketing Concepts" end of pathway assessment or the Oklahoma Consortium (MAVCC) "Marketing Education Manager Trainee" end of pathway assessment. Students may earn a credentialing certificate.

Course 1 – Marketing Principles 08.47400

Course Description: Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

Proposed Course 2 – Marketing & Entrepreneurship

Proposed Course 3- Marketing & Management

Fashion Merchandising and Buying Pathway

Fashion Merchandising and Buying is one of three pathways in the Marketing Cluster Fashion merchandising and buying is a global industry whereby fashion designers, manufacturers, merchandisers and retailers collaborate to market and sell thousands of products. In addition to obtaining knowledge and skills in professional sales and marketing, marketing communications and promotion, marketing information management and research, distribution and logistics, global marketing, and e-marketing, students participating in Georgia's Fashion Merchandising and Buying Pathway will focus in depth on fashion merchandising, fashion buying, fashion marketing, fashion management, visual merchandising, advertising and promotion. This pathway culminates with an opportunity for students to take the NOCTI "Retail Merchandising" end of pathway assessment or the Oklahoma Consortium (MAVCC) "Marketing Education Manager Trainee" end of pathway assessment. Students may earn a credentialing certificate.

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Proposed Course 2 – Merchandising Essentials

Proposed Course 3 – Advanced Merchandising & Buying

Marketing Communications and Promotions Pathway

Marketing Communications and Promotions is one of three pathways in the Marketing Cluster Marketing communications signifies messages and related media used to communicate with a target market. Marketing communications is focused on the product or service and is primarily concerned with demand generation and positioning of the product or service. Promotion is one of the marketing mix elements used to increase demand and differentiate a product. In addition to obtaining knowledge and skills in professional sales and marketing, marketing information management and research, distribution and logistics, global marketing, and e-marketing, students participating in Georgia's Marketing Communications and Promotions Pathway will focus in depth on oral and written communications, marketing communications in relation to specific products and services, promotions as a key component of the marketing mix, and the effect of marketing communications and promotions on product/service branding and customer buying behaviors. This pathway culminates with an opportunity for students to take the MBA Research "A*S*K Marketing Concepts" end of pathway assessment or the Oklahoma Consortium (MAVCC) "Marketing Education Manager Trainee" end of pathway assessment. Students may earn a credentialing certificate.

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Proposed Course 2 – Marketing Communications

Proposed Course 3 – Marketing Promotions & Professional Sales

For more information, please contact Linda Smith at lismith@doe.k12.ga.us