

# Program of Study: Marketing Communications & Promotions



This Program of Study may serve as a graduation guide for the next four plus years, along with other career planning and educational materials. Courses listed in this model may include recommended coursework and should be individualized to students' educational and career goals. Each graduation plan needs to meet minimum high school graduation requirements. Dual Enrollment courses can be high school academic and/or career technical education courses.

	<b>Secondary: Marketing Communications and Promotions</b>				<b>Postsecondary</b>		
<b>Course/Grade</b>	<b>Ninth</b>	<b>Tenth</b>	<b>Eleventh</b>	<b>Twelfth</b>	<b>TCC</b>	<b>Diploma or AAS</b>	<b>Bachelor of Science</b>
<b>English</b>	9 <sup>th</sup> grade Lit/Composition	10 <sup>th</sup> grade Lit/Composition	American Lit/Composition	World Lit/Composition / British Lit	<b>MS21 TCC Marketing Specialist</b>  - MKTG 1100 Principles of Marketing  - MKTG 1190 Integrated Marketing Communication  - MKTG 1160 Professional Selling  - MKTG Elective	Completion of the MS21 TCC leads to the Marketing Management diploma (MM12) and the Marketing Management degree (MM13).	The University System of Georgia offers students' higher education options at 30 institutions throughout the state, providing a wide range of academic programming including certificates and associate, baccalaureate, masters, doctoral and professional degrees.  <a href="https://apps.usg.edu/ords/f?p=118:1:0:::">https://apps.usg.edu/ords/f?p=118:1:0:::</a>
<b>Mathematics</b>	Coordinate Algebra / Algebra I	Analytic Geometry / Geometry	Advanced Algebra / Algebra II	Pre-calculus			
<b>Science</b>	Physical Science	Biology	Chemistry	Physics			
<b>Social Studies</b>	Psychology	World History	US History	Government (½ unit) Economics (½ unit)			
<b>Pathway Completer</b>	<b>Marketing Principles</b>	<b>Promotion and Professional Sales</b>	<b>Marketing Communications Essentials</b>	Work-Based Learning, Youth Apprenticeship, or Capstone Project			
<b>Industry Recognized Credential (Pathway Completer)</b>		<a href="#">Visit the End of Pathway Assessment Page</a> (see note below)					
<b>Required/ Selective Electives</b>	Health & Personal Fitness (can be taken in grades 9-12)	Spanish I	Introduction to Business and Technology	Psychology			
	<b>Modern Language/Latin</b> 2 units required for admissions to Georgia University System Colleges/Universities For a listing of Modern Language/Latin courses offered at your high school, please contact your advisor, counselor, or curriculum handbook.		<b>Other Electives</b> For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.				

Entrance or Exit Point

Entrance or Exit Point

**NOTE:** Students have many options to **ENTER** and **EXIT** from their academic studies into the workforce. When a student graduates from high school, they are eligible to choose one of many **ENTRANCE POINT** options: **1.** Enroll in either a 2 or 4 year post-secondary program; **2.** Enroll in an apprenticeship program or the military; or **3.** Enter the workforce using technical skills learned in high school. When a student finishes a 2- or 4-year degree program, they may choose to **EXIT** and **1.** Enroll in an apprenticeship program or the military; **2.** Enroll in a professional university degree program; or **3.** Enter the workforce using technical skills learned.

**Marketing Communications and Promotions Pathway Completers - Industry Credentialing for High School Students**  
 Upon completion of sequenced courses in the Marketing Communications and Promotions Career Pathway, students are eligible to complete the Industry-Recognized student credential for fulfillment of the End of Pathway Assessment. Secondary students completing the Marketing Communications and Promotions pathway will be able to sit for the National Industry Credentialed assessment offered on-line from ASK, MBA Research, and OKCareerTech. Once mastery is reached, students will receive recognition for completion and use this credential in conjunction with their job or continuing training. For specific assessment information, refer to: <http://bit.ly/MarketingGA>

## Sample High Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Advertising & Promotions Managers	Bachelor's Degree	\$102,602	71	High Demand, High Skill
Public Relations Specialists	Bachelor's Degree	\$57,399	112	High Demand, High Skill
Market Research Analysts	Bachelor's Degree	\$63,503	519	High Demand, High Skill

GDOL Labor Market Explorer

Go to GAfutures at [www.gafutures.org](http://www.gafutures.org) for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, grants and loans, FAFSA, and CSS forms).

<b>Career Enhancement Opportunities</b>	<b>Career-Related Education Activities</b> <input type="checkbox"/> Career Awareness <input type="checkbox"/> Career Exploration <input type="checkbox"/> Instructional Related <input type="checkbox"/> Connecting <input type="checkbox"/> Work-Based Learning <ul style="list-style-type: none"> <li>• Employability Skill Dev.</li> <li>• Cooperative Education</li> <li>• Internship</li> <li>• Youth Apprenticeship</li> <li>• Clinicals</li> </ul>	<b>Postsecondary Options:</b> <ul style="list-style-type: none"> <li>• 4-Year Universities/Colleges</li> <li>• 2-Year Colleges</li> <li>• Technical Colleges</li> <li>• State Registered Apprenticeships</li> <li>• Special Purpose Schools</li> <li>• On-the-Job Training</li> <li>• Military</li> </ul>	<b>Earning Postsecondary Credits While in High School</b> A vital way to get ahead and realize you can pass college courses is by earning postsecondary credits as a high school student. Georgia offers a dual credit program titled Dual Enrollment. You need to talk with your parents, school counselor, or advisor about the proper courses to take each year in high school and dual credit. Students completing the course work in this Plan, will have earned/completed an Industry Credential, Technical Certificate of Credit (TCC), Associates of Applied Science Degree, and/or Bachelor's Degree.
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### Postsecondary Transition

- Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at Staying On Course. ([www.usg.edu/assets/student\\_affairs/documents/Staying\\_on\\_Course.pdf](http://www.usg.edu/assets/student_affairs/documents/Staying_on_Course.pdf))
- Students who will continue their education in a Program of Study at one of the Technical College System of Georgia institutions should prepare to complete a placement exam.
- Students who will continue their education and training in the US Military should take the ASVAB assessment.
- Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities to match their selected career field, including registered apprenticeships.
- Georgia's dual-credit programs have been combined into one program entitled Dual Enrollment, in which high school students may earn their high school course credits while taking college courses.

Related Pathway Occupations	Other Related Occupations
<ul style="list-style-type: none"> <li>• Advertising and Promotion Managers</li> <li>• Search Marketing Strategists</li> <li>• Green Marketers</li> <li>• Public Relations Specialists</li> <li>• Advertising Sales Agents</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Managers</li> <li>• Sales Managers</li> <li>• Business Teachers/Postsecondary</li> <li>• Sales Representatives</li> </ul> <p style="text-align: right;">*ONET Online</p>

## Marketing Communications & Promotions Pathway Description

Keen competition should be expected in these highly coveted jobs. Because of the importance and high visibility of these jobs, managers in this field are often prime candidates for the highest-ranking positions. Those working in the marketing communications and promotion field coordinate market research, market strategies, sales, advertising, promotion, pricing, product development and public relations activities. Job opportunities available in this field include advertising managers, account executives, creative directors, media directors, promotions managers, marketing managers, product development managers, market research managers, public relations managers and sales managers.

These jobs are found in almost every industry, and the number of jobs available is expected to increase faster than average through 2020. College graduates with related experience, a high level of creativity and strong communication skills will have the best job opportunities. Technology is changing the way we communicate and promote goods and services with potential customers. As a result, the more computer related skills one can accumulate, the better his/her employment opportunities in this industry.

Persons interested in this field should be mature, creative, highly motivated, able to manage stress, flexible and decisive. They should be able to communicate effectively, both orally and in writing. They also need tact, good judgment and the ability to establish and maintain effective personal relationships with clients and other professionals. Those working in this industry typically work long hours, including evenings and weekends. They must work under pressure when schedules change or problems arise, and travel is usually necessary when working in this field.