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.

<table>
<thead>
<tr>
<th>Course/Grade</th>
<th>Ninth</th>
<th>Tenth</th>
<th>Eleventh</th>
<th>Twelfth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English</strong></td>
<td>9th grade Lit/Composition</td>
<td>10th grade Lit/Composition</td>
<td>American Lit/Composition</td>
<td>World Lit/Composition /British Lit</td>
</tr>
<tr>
<td><strong>Mathematics</strong></td>
<td>Coordinate Algebra /Algebra I</td>
<td>Analytic Geometry /Geometry</td>
<td>Advanced Algebra /Algebra II</td>
<td>Pre-calculus</td>
</tr>
<tr>
<td><strong>Science</strong></td>
<td>Physical Science</td>
<td>Biology</td>
<td>Chemistry</td>
<td>Physics</td>
</tr>
<tr>
<td><strong>Social Studies</strong></td>
<td>Psychology</td>
<td>World History</td>
<td>US History</td>
<td>Government (½ unit) Economics (½ unit)</td>
</tr>
<tr>
<td><strong>Pathway Completer</strong></td>
<td>Marketing Principles</td>
<td>Promotion and Professional Sales</td>
<td>Marketing Communications Essentials</td>
<td>Work-Based Learning, Youth Apprenticeship, or Capstone Project</td>
</tr>
</tbody>
</table>

## Industry Recognized Credential (Pathway Completer)

- Health & Personal Fitness (can be taken in grades 9-12)
- Spanish I
- Introduction to Business and Technology
- Psychology

### Required/Selective Electives

- Modern Language/Latin
  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.

- Other Electives
  For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.

### Postsecondary

- **TCC**
  - MS21 TCC Marketing Specialist
    - 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).

- **Diploma or AAS**
  - TCC
  - Completion of the MS21 TCC leads to the Marketing Management diploma (MM12) and the Marketing Management degree (MM13).

- **Bachelor of Science**
  - 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.

**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](http://bit.ly/MarketingGA)

**Developed 1-31-2017; Revised 5-23-2018**
Sample High Demand Careers in Georgia

<table>
<thead>
<tr>
<th>Occupation Specialties</th>
<th>Level of Education Needed</th>
<th>Georgia Average Salary</th>
<th>Annual Average Openings in Georgia</th>
<th>2014 – 2024 Employment Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Promotions Managers</td>
<td>Bachelor’s Degree</td>
<td>$102,602</td>
<td>71</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>Bachelor’s Degree</td>
<td>$57,399</td>
<td>112</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Market Research Analysts</td>
<td>Bachelor’s Degree</td>
<td>$63,503</td>
<td>519</td>
<td>High Demand, High Skill</td>
</tr>
</tbody>
</table>

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).

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.