### Program of Study: Marketing and Management

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>Marketing and Entrepreneurship</td>
<td>Marketing Management</td>
<td>Work-Based Learning, Youth Apprenticeship, or Capstone Project</td>
</tr>
<tr>
<td><strong>Industry Recognized Credential (Pathway Completer)</strong></td>
<td>Visit the End of Pathway Assessment Page (see note below)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

#### 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
- **SB51 TCC Small Business Marketing Manager**
  - MKTG 1100 Principles of Marketing
  - MKTG 1130 Regulations and Compliance
  - MKTG 1160 Professional Selling
  - MKTG 1190 Integrated Marketing Communication
  - MKTG 2010 Small Business Management

#### Diploma or AAS
- Completion of the SB51 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.
  - https://apps.usg.edu/ords/7/Revised 5-23-2018

#### 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 and Management Career Pathway Completers - Industry Credentialing for High School Students

Upon completion of sequenced courses in the Marketing and Management Career Pathway, students are eligible to complete the Industry-Rewarded student credential for fulfillment of the End of Pathway Assessment. Secondary students completing the Marketing and Management pathway will be able to sit for the National Industry Credentialed assessment offered online 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://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/tsai-marketing-cluster.aspx](http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/tsai-marketing-cluster.aspx)

**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>Marketing Managers</td>
<td>Bachelor’s Degree</td>
<td>$108,700</td>
<td>270</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Sales Managers, Entrepreneurships</td>
<td>Bachelor’s Degree</td>
<td>$106,400</td>
<td>550</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Management Analysts</td>
<td>Bachelor’s Degree</td>
<td>$80,700</td>
<td>2,080</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 & Management Pathway Description

Marketing professionals are responsible for developing, implementing and managing a company’s marketing efforts, both through traditional and digital formats, in order to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors.

They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers’ wants and needs. From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

Employment of marketing and sales managers is expected to increase through 2020; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Competition for marketing, sales, and management jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs and volunteer work will be important to employers for entry-level jobs. Opportunities will be available for those who are qualified. Anyone interested in this field should enjoy working with people, be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.

### 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.
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- 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
- Directors of Marketing
- Internal Communications
- Managers
- Management Analysts
- Survey Researchers
- Demonstrators & Product Promoters
- Green Marketers

### Other Related Occupations
- Market Research Analysts
- Marketing Specialists
- Advertising & Promotions Managers
- Telemarketers
- Business Teachers, Postsecondary

*ONET Online*