

# 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.

Secondary: Marketing and Management					Postsecondary		
Course/Grade	Ninth	Tenth	Eleventh	Twelfth	TCC	Diploma or AAS	Bachelor of Science
<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>Entrance or Exit Point</b>	<b>SB51 TCC Small Business Marketing Manager</b>  - MKTG 1100 Principles of Marketing  - MKTG 1130 Regulations and Compliance  -MKTG 1160 Professional Selling  - MKTG 1190 Integrated Marketing Communication  - MKTG 2010 Small Business Management	<b>Entrance or Exit Point</b>
<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>Marketing and Entrepreneurship</b>	<b>Marketing Management</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 ( <i>can be taken in grades 9-12</i> )	Spanish I	Introduction to Business and Technology	Psychology			
	<b>Modern Language/Latin</b> <i>2 units required for admissions to Georgia University System Colleges/Universities</i> 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.				

**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-Recognized 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 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://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/tsai-marketing-cluster.aspx>

### Sample High Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Marketing Managers	Bachelor's Degree	\$108,700	270	High Demand, High Skill
Sales Managers, Entrepreneurships	Bachelor's Degree	\$106,400	550	High Demand, High Skill
Management Analysts	Bachelor's Degree	\$80,700	2,080	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>• Directors of Marketing Managers</li> <li>• Internal Communications Managers</li> <li>• Management Analysts</li> <li>• Survey Researchers</li> <li>• Demonstrators &amp; Product Promoters</li> <li>• Green Marketers</li> </ul>	<ul style="list-style-type: none"> <li>• Market Research Analysts</li> <li>• Marketing Specialists</li> <li>• Advertising &amp; Promotions Managers</li> <li>• Telemarketers</li> <li>• Business Teachers, Postsecondary</li> </ul> <p style="text-align: right;">*ONET Online</p>

### 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.