

MARKETING

MARKETING COMMUNICATIONS AND PROMOTIONS PATHWAY



Keen competition should be expected in these highly coveted jobs. 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.

PATHWAY COURSES

- Marketing Principles
- Promotional and Digital Marketing
- Integrated Marketing Communications

RECOMMENDED COURSES

- Any Business and Computer Science Course
- Entrepreneurship
- Marketing Management
- Work-Based Learning
- World Language

POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

TECHNICAL COLLEGES

- Business Administration
- Expert Sales Management
- Project Management

COLLEGES/UNIVERSITIES

- Accounting
- Advertising
- Business Economics
- Communication
- International Business
- Management
- Marketing

CAREER AND TECHNICAL STUDENT ORGANIZATIONS



TOP CAREER CHOICES

Advertising and Promotions Manager

Bachelor Degree needed
\$102,602 annual salary
71 annual average openings in Georgia

Public Relations Specialists

Bachelor Degree needed
\$57,399 annual salary
112 annual average openings in Georgia

Market Research Analysts

Bachelor Degree needed
\$66,503 annual salary
519 annual average openings in Georgia

ADDITIONAL CAREER CHOICES

Advertising and Promotion Managers Search

Business Teachers/Post-Secondary

Green Marketers

Marketing Managers

Marketing Strategists

Public Relations Specialists Advertising

Sales Agents/Sales Managers

Sales Representatives



Forsyth County Schools

CAREER EXPLORATION
& Pathway Discovery

CTAE Career Pathways / Fine Arts Pathways



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>

- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School