



MARKETING

# MARKETING AND MANAGEMENT PATHWAY



Students develop knowledge and skills in the foundational areas of marketing (economics, human relations and business basics) and the functional areas of marketing (product and service planning, marketing information management, purchasing and pricing, selling and promotion, risk management, financing and distribution/logistics), as well as international marketing, management and entrepreneurship.

**PATHWAY COURSES**

- Marketing Principles
- Marketing and Entrepreneurship
- Marketing Management

**RECOMMENDED COURSES**

- Any Business and Computer Science Course
- Sports and Entertainment Marketing
- Work-Based Learning
- World Language

**POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES**

**TECHNICAL COLLEGES**

- Business Administration
- Business Management
- Entrepreneurship
- Expert Sales Management
- Fashion Design and Marketing
- Retail and Merchandising

**COLLEGES/UNIVERSITIES**

- Accounting
- Advertising
- Business Economics
- Communication
- Graphic Arts
- Hospitality Administration
- International Business
- Management
- Marketing
- Professional Sales
- Real Estate
- Risk Management and Insurance

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**



**TOP CAREER CHOICES**

- Chief Executive**  
Bachelor Degree plus experience needed  
\$155,168 annual salary  
850 annual average openings in Georgia
- Human Resources, Training and Labor Relations Specialist**  
Bachelor Degree needed  
\$53,061 annual salary  
150 annual average openings in Georgia
- Marketing Manager**  
Bachelor Degree plus experience needed  
\$94,307 annual salary  
310 annual average openings in Georgia
- Marketing Research Analyst**  
Bachelor Degree needed  
\$61,464 annual salary  
210 annual average openings in Georgia
- Personal Financial Advisor**  
Bachelor Degree needed  
\$75,754 annual salary  
470 annual average openings in Georgia

**ADDITIONAL CAREER CHOICES**

- Advertising Account Executive
- Advertising Executive
- Airline Customer Service Agent
- Art Dealer and Director
- Communications Specialist
- Creative Director
- Customer Service Representative
- Demonstrator and Product Promoter
- Entertainment Marketer
- Fashion Retailer
- Funeral Director
- Insurance Agent
- Interior Designer
- Landscape Architect
- Logistics Specialist
- Market Research Analyst
- Marketing Specialist
- Media Buyer
- Mortgage Broker
- Product Development Management
- Public Relations Specialist
- Purchaser
- Real Estate Agent
- Retail Buyer and Salesperson
- Sales Representative
- Travel Agent



- 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

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