



**Marketing** is a program of study within the **Business, Management, and Administration Career Cluster**. A Career Cluster is a grouping of occupations and broad industries based on commonalities. There are 16 Career Clusters.

Career clusters link what the students learn in school with the knowledge and skills they need for success in college and careers. The Business, Management, and Administration Career Cluster prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

There are six programs of study in this cluster:

- Administrative and Information Support
- Business Analysis
- Business Financial Management and Accounting
- Human Resources
- Management
- Marketing

### Employment Outlook

The job outlook for **Marketing Managers** will be highly competitive. Nationally, the number of jobs for marketing managers is expected to grow through the year 2016. Rapid advances in technology will increase the likelihood of managers working with smaller, more highly qualified marketing personnel. For this reason, in addition to strong marketing skills, marketing managers will deal increasingly more with administrative and technological issues on the job. Salaries for marketing managers have a national range of \$55,270 to \$166,440 per year (Occupational Outlook Handbook, 2008-2009).

### Using this brochure

Inside you will find a suggested **program of study** that has lots of helpful information. The model is an example of the types of courses and extended learning experiences that are important for the **Marketing Program of Study**. Use this model to plan your course schedule, educational experiences, and career choices.

At the top of the model, you will see specific **career goals** with the corresponding **O\*NET code**. The O\*NET code is an official classification of jobs and can be used to locate career-related information. Your teacher, counselor, or media center should be able to help you locate further information.

The upper left side of the model highlights the **core courses and career-related electives** in high school that will help prepare you for your career goal. This model is based upon the Recommended High School Graduation Plan and can easily be adapted for the Distinguished Achievement High School Graduation Plan.

The upper right side of the model highlights examples of **extended learning experiences** that can enhance your knowledge and skills for your career goal. You will find examples of curricular activities, such as participation in Career and Technical Student Organizations like DECA or FBLA, career learning experiences, service learning activities, and extracurricular activities.

The lower left side of the model indicates **industry licensures/certifications** and **on-the-job training experiences** that may be available while still in high school. This section also highlights the various levels of **postsecondary education** and examples of **career options** available to you once you have completed that level of education and training.

The lower right side of the model contains examples of **professional associations** available for marketing professionals. Many of these organizations allow preprofessional membership while enrolled in a postsecondary program. Most organizations have websites which can be easily located by entering the organization name in available search engines.

# Thinking about a career in Marketing?



<http://www.achievetexas.org>

This program of study may be for you! Marketing managers develop marketing plans to sell products or services. Marketing managers identify and keep track of trends in buying and selling. They do this by reading trade journals and attending trade shows. Look inside to see the suggested coursework and learning opportunities that will prepare you for an exciting and rewarding career.

