



Marketing Communications and Promotion is a program of study within the **Marketing 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 students learn in school with the knowledge and skills they need for success in college and careers. The Marketing Career Cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives.

There are seven programs of study in this cluster:

- Buying and Merchandising
- Distribution and Logistics
- E-Marketing
- Management and Entrepreneurship
- Marketing Communications and Promotion
- Marketing Information Management and Research
- Professional Sales and Marketing

Employment Outlook

An **Advertising Manager** is an example of a career in this program of study. The job outlook for advertising managers is good. Nationally, the number of jobs for advertising managers is expected to grow about as fast as average through the year 2016. Intense competition in products and services, both domestically and globally, and increasing needs for advertising will drive job growth. Nationally, the salary range for advertising managers is from \$40,090 to \$119,900 (Occupational Outlook Handbook, 2008-2009). In Texas, the starting salary is \$42,785 (Texas Workforce Commission, 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 Communications and Promotion Program of Study**. Use this model to plan your course schedule, educational experiences, and career choices.

At the top of the model, you will find **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 Program graduation plan and can easily be adapted for the Distinguished Achievement High School Program 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, 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 Communications and Promotion?



<http://www.achievetexas.org>

This program of study may be for you! Marketing Communications and Promotion employees design and implement marketing plans. They create ads for television or magazines, or they may develop spot ads for radios. Look inside to see the suggested coursework and learning opportunities that will prepare you for an exciting and rewarding career.

