



E-Marketing is a program of study within the **Marketing, Sales, and Service 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, Sales, and Service 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

A **E-Commerce Marketing Manager** is an example of a career in this program of study. Nationally, the number of these jobs are expected to grow faster than the average. Employers often prefer a graduate degree or individuals who possess advanced technical knowledge. The average starting salary for sales managers in Texas is \$113,505 per year (Texas Workforce Commission, 2009). Nationally, the median salary for a sales manager is \$118,120 (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 **E-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 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 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, 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 E-Marketing?



<http://www.achievetexas.org>

This program of study may be for you! Employees in the E-Marketing program of study use the Internet to sell products and services. They create the content for the website. Or, they might do market research using the latest electronic tools (Occupational Outlook Handbook, 2009). Look inside to see the suggested coursework and learning opportunities that will prepare you for an exciting and rewarding career.

