



# Marketing Career Pathway

Certified Professional Salesperson

Bachelor's Degree, Marketing

Master's Degree, Marketing

## Start Pre-Marketing

As early as grade 7 (based on readiness)

## Sales Representative

Median Salary: \$48,430  
Job Growth (10 yr): 13.2%  
Annual Openings: 908  
Average Tuition (1 yr): \$0 – \$3,900/yr

## Sales Supervisor (Non-Retail)

Median Salary: \$64,960  
Job Growth (10 yr): -0.5%  
Annual Openings: 359  
Average Tuition (4 yrs): \$9,600/yr

## Marketing Manager

Median Salary: \$113,080  
Job Growth (10 yr): 8.8%  
Annual Openings: 186  
Average Tuition (2 yrs): \$11,300/yr



Workplace Visits  
Job Shadow  
Internship  
Work

Supervised Experience  
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Work

Supervised Experience  
Internship  
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Work

Internship  
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Work

Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

**Preparing students for multiple options after high school:**

gainful employment and/or postsecondary study.

Ohio In-demand Occupations

Data reflects 2014 Ohio labor statistics and public institutions of higher education for 2013-2014. For specific tuition costs, visit [ohiohighered.org](http://ohiohighered.org).

Secondary Pathway: **Marketing Management**

Postsecondary Program: **Marketing**

## An Example of Courses with Secondary and Postsecondary Credits

Secondary	7 8	English I	Algebra I	Physical Science	Social Studies	Fine Arts	Fundamentals of Business & Admin.		
	9 10	English II	Geometry	Biology	World History	Health (.5) PE (.5)	Business Foundations	Marketing Principles	World Languages
	11	English III	Algebra II	Chemistry	U.S. History	Marketing Applications	Professional & Technical Sales	World Languages	
	12	English IV	Trigonometry/ Calculus	Physics	U.S. Government	Marketing Research	Marketing Capstone		
Postsecondary	Year 1 1st Semester	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar		
	Year 1 2nd Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History	
	Year 2 1st Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting			
	Year 2 2nd Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		

### High School Career-Technical Education Program Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommended Electives

Visit [education.ohio.gov/CareerConnections](http://education.ohio.gov/CareerConnections) for reference information.

Course titles and sequences will vary between schools.

11/2014