

Career and Technical Education
Area of Study: Business Education
Career Pathway: Marketing

Get the Facts:

The Marketing Career Pathway provides opportunities for students to learn and experience how the marketing process seeks to establish and satisfy the needs and wants of individuals who buy goods, services and ideas.

Workforce Trends: Marketing careers includes the use of creative skills in advertising, public relations, sales, and planning. The demand for individual with marketing, sales, communication, and research skills continues to experience high demand with project job openings of 2,882 per year within the Marketing Career Pathway from 2015-2025.

Careers in Marketing are:

- High demand

Career Examples:

- Account & Sales Manager
- Brand Manager
- E-Commerce Director
- Entrepreneur/Small
- Business Owner
- Global Marketing Manager
- Graphic Designer/
- Webmaster
- Hospitality & Tourism

According to the Montana Department of Labor and Industry, the average median hourly wage for occupations within the Marketing Career Pathway is \$31.04.

Recommended Pathway Courses:

Students may select individual courses for exploration or a complete Pathway for an in-depth focus.

Foundation Courses (required)

- Marketing 1 .50 credit
- Marketing 2 .50 credit
- Digital Computing .50 credit

Elective Courses

- Marketing 3-Entrepreneurship .50 credit
- Marketing 4- Global Business Issues .50 credit
- Introduction to Business-Dual Credit 1.0 credit
- Graphic Design 1 .50 credit
- Sports and Entertainment Marketing .50 credit
- Business and Marketing-Workplace Experience .50 credit
- IS-Marketing .50/1.0 credit
- Workplace Experience .50 credit

College and Career Beyond High School

There are many options for education and training beyond high school, depending on your career goals.

- Certificate
- Associate degree
- Bachelor's degree
- On-the-job training
- Apprenticeship

MCPS Graduation Requirements-High School

- English/Language Arts 4.0 credits
- Mathematics 3.0 credits
- Social Studies 2.0 credits
- Science 2.0 credits
- Health Enhancement 2.0 credits
- Art 1.0 credit
- Career and Technical Education 1.0 credit

Suggested High School Plan of Study

9th Grade

- English 9 1.0 credit
- Math 1.0 credit
- Social Studies .50/1.0 credit
- Earth Science 1.0 credit
- P.E/Health 1.0 credit
- Art Courses 1.0 credit
- Pathway Foundation .50

10th Grade

- English 10 1.0 credit

- Math 1.0 credit
- Social Studies .50/1.0 credit
- Biology 1.0 credit
- P.E./Health 1.0 credit
- Art
- Pathway Foundation .50

11th Grade

- English 11 1.0 credit
- Math 1.0 credit
- U.S. History 1.0 Credit
- Science Elective
- P.E./Health Electives
- Art
- Pathway Elective .50 credit

12th Grade

English 12 1.0 credit
 Math 1.0 credit
 U.S. Government 1.0 credit
 Science Elective
 P.E./Health Electives
 Art
 Pathway Elective .50 credit

Work-Based Learning- Participation in a Pathway-related work-based learning experience

Career and Technical Student Organization- BPA/Deca