



# Marketing Pathway

Germantown High School ACP



## Pathway Courses

### Marketing Communications

- Marketing Principles
- International Business & Marketing
- Sports & Entertainment Marketing
- 21st Century Work Skills - Marketing Co-op

### English Recommendations:

- AP English Language and Comp
- Composition for College
- Argumentation and Persuasion
- Investigations

### Math Recommendations:

- AP Stats

### General Recommendations:

- Keyboarding/Typing
- Intro to Economics
- AP Economics
- Website Design
- Learn, Grow, Lead
- Accounting
- Advanced Accounting

## Student Organizations

- Future Business Leaders of America (FBLA)
- Distributive Education Clubs of America (DECA)

### Work-Based Learning:

- Local Co-op
- Youth Apprenticeship

### College Majors Examples:

- Marketing
- Communications and Rhetoric
- Accounting
- Entrepreneurial Studies
- Finance
- Public Relations

### Industry Recognized Certifications:

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### Dual Enrollment Credit Opportunities:

- MATC →Marketing Principles



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Explore: Click on the links to find the job titles that seem most interesting to you to learn more! Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP) later on.

Educational Level May also require work experience	Career Categories	
	<ul style="list-style-type: none"> <li>• Management</li> <li>• Administrative Services</li> </ul>	
High School Diploma, Certification	<u>Salary Range</u>	<u>Potential Careers</u>
	<b>\$27,260-\$74,760</b>	<ul style="list-style-type: none"> <li>• <a href="#">Merchandise Displayers</a></li> <li>• <a href="#">Cashier</a> *</li> <li>• <a href="#">Retail Salespersons</a> *</li> <li>• <a href="#">Telemarketers</a></li> <li>• <a href="#">Online Merchant</a> *</li> </ul>
Certification or Technical Diploma	<u>Salary Range</u>	<u>Potential Careers</u>
	<b>\$30,470-\$77,030</b>	<ul style="list-style-type: none"> <li>• <a href="#">Web Developer</a> ○ *</li> <li>• <a href="#">Customer Service/Account Management</a> ○ *</li> <li>• <a href="#">Brand Specialist</a></li> <li>• <a href="#">SEO Specialist</a></li> <li>• <a href="#">Real Estate Broker</a> ○</li> </ul>
Registered Apprenticeship OR Internship	<u>Salary Range</u>	<u>Potential Careers</u>
	<b>\$36,000-\$91,200</b>	<ul style="list-style-type: none"> <li>• <a href="#">Social Media Marketing</a></li> <li>• <a href="#">Email Marketing</a></li> <li>• <a href="#">Marketing &amp; Sales</a></li> <li>• <a href="#">Digital Marketing</a></li> <li>• <a href="#">Management Apprenticeship</a></li> </ul>
Associate Degree	<u>Salary Range</u>	<u>Potential Careers</u>
	<b>\$52,340-\$100,910</b>	<ul style="list-style-type: none"> <li>• <a href="#">Advertising Sales Agent</a></li> <li>• <a href="#">Sales Representative</a> ○ *</li> <li>• <a href="#">Solar Sales</a></li> <li>• <a href="#">Data Scientists</a> ○ *</li> <li>• <a href="#">Ad Agency Copywriter</a> ○</li> <li>• <a href="#">Search Marketing Strategists</a></li> </ul>
Bachelor Degree and beyond	<u>Salary Range</u>	<u>Potential Careers</u>
	<b>\$62,800-\$342,859</b>	<ul style="list-style-type: none"> <li>• <a href="#">Public Relations Specialist</a> *</li> <li>• <a href="#">Fundraising Manager</a> *</li> <li>• <a href="#">Market Research Analyst</a> *</li> <li>• <a href="#">Art Director</a></li> <li>• <a href="#">Marketing Manager</a> *</li> <li>• <a href="#">Data Scientist</a> *</li> <li>• <a href="#">Public Relations Manager</a> *</li> </ul>

\* Positive Future Forecast: These jobs are expected to grow in the future  
○ XELLO: More information is available for this job in Xello

[My Next Move](#)

[ONet](#)