



Business Administration in **MARKETING** Career Pathway

NEW North
2022-2024



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 | Sales & Merchandising | Communications | Research |
|--|---|---|--|
| High School Diploma, Certification | Customer Service Representative * <input type="radio"/> Retail Salesperson <input type="radio"/> Inside Sales * <input type="radio"/> Online Merchant * Product Demonstrator Range \$21,690-51,620 | Social Media Content Creator/Influencer * Mobile Application Development Assistant * Customer Service Representative <input type="radio"/> Radio & Television Announcers Range \$23,900-103,900 | Marketing Research Assistant * Range \$35,380-127,460 |
| Certification or Technical Diploma | Sales Representative * <input type="radio"/> Real Estate Sales Agent <input type="radio"/> Visual Merchandiser <input type="radio"/> Range \$26,480-97,790 | Social Media Specialist * Media Buyer <input type="radio"/> Graphic Design Range \$26,200-124,030 | Search Engine Specialist * Data/Scientist Mining * Business Analysis Range \$35,380-127,410 |
| Associate Degree | Customer Service Manager * Sports Marketer <input type="radio"/> Event Planner <input type="radio"/> Marketing Coordinator * Range \$42,660-118,060 | Social Media Manager * Digital Marketing Specialist * <input type="radio"/> Public Relations Specialists <input type="radio"/> Range \$35,370-122,810 | Search Marketing Strategists * Marketing Research Specialist * Consumer Insights Consultant * Range \$35,380-127,410 |
| Bachelor Degree and beyond | Sales Manager Purchasing Manager <input type="radio"/> Fundraiser * <input type="radio"/> Marketing Manager Range \$61,670-179,240 | Advertising and Promotions Manager Brand Managers * Public Relations and Fundraising Managers * Marketing Instructor Range \$63,430-180,010 | Marketing Research Analyst * <input type="radio"/> Operations Research Analyst <input type="radio"/> Consumer Insights Manager * Range \$47,810-120,580 |
| Postsecondary Options | Click HERE for Sales & Merchandising Postsecondary Options | Click HERE for Communications Postsecondary Options | Click HERE for Research Postsecondary Options |

* **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!

XELLO = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)

Business Administration in MARKETING Career Pathway In High School



A career pathway in high school must include:

- A sequence of courses (including at least 2 CTE courses)
- Two of the following components: *Career and Technical Student Organization, Work-based Learning, Industry Recognized Credential, College Credit Opportunity*



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|--|--|--|---|---|--|--|
| Career and Technical Education Courses | Must include a sequence of at least TWO Career and Technical Education courses. Should align with Education Building Blocks for the pathway: <ul style="list-style-type: none"> • • • | | CAREER EXPLORATION PROGRAMS | | | |
| Additional Employer Recommended Courses | Should align with Education Building Blocks for this pathway: <ul style="list-style-type: none"> • Yearbook/Journalism • Public Speaking/Drama Class • Excel Classes • Video Production/Graphic Design | | Statewide: You can find the list of career exploration programs associated with this pathway and develop a program list specific to your region or school. | | | |
| Career and Technical Student Organization | <ul style="list-style-type: none"> • Wisconsin DECA Student Organization • Wisconsin Future Business Leaders of America (FBLA) Student Organization | | <ul style="list-style-type: none"> • Inspire WI • Job Shadow/Internship • Youth Apprenticeship • Arts AV Apprenticeship | | | |
| Work-Based Learning Program Options | <ul style="list-style-type: none"> • Employability Skills (90 hrs) • State Skill Standards Co-Op- Business, Finance and Marketing (480 hrs/1 year) • Youth Apprenticeship- Finance & Marketing (450 hrs/year; 1-2 years) • Local Work-based Learning Programs that meet state quality requirements | | | | | |
| | Sales & Merchandising | Communications | Research | | | |
| Industry Recognized Credential Options Learn the skills that employers want to see! <i>Italics = must be 18 years old to obtain</i> * This certification is eligible for reimbursement through the technical incentive grant | <p style="text-align: center;"> IC3 (Internet Core Competency Certification)* Microsoft Office Specialist (MOS)* & Microsoft Technology Associate (MTA)* Microsoft or Certiport A*S*K - ANY Business or Marketing Certificate Entrepreneurship and Small Business Certification (Certiport) </p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;"> Account-Based Marketing Certification (ABM) Certified Event Rental Professional Certified Pricing Professional (CPP) National Retail Federation--RISEUP Certifications </td> <td style="width: 33%; padding: 5px;"> Adobe* Certificate in Principles of Public Relations Certified Digital Marketing Professional Certified Web and Mobile App Developer Associate (CWMA-Associate) Facebook Blueprint Certifications Hootsuite Social Marketing Certification Hubspot Certifications Professional Certified Marketer--Digital Marketing </td> <td style="width: 33%; padding: 5px;"> Google Ads Certifications Google Analytics Certifications </td> </tr> </table> | | Account-Based Marketing Certification (ABM) Certified Event Rental Professional Certified Pricing Professional (CPP) National Retail Federation--RISEUP Certifications | Adobe* Certificate in Principles of Public Relations Certified Digital Marketing Professional Certified Web and Mobile App Developer Associate (CWMA-Associate) Facebook Blueprint Certifications Hootsuite Social Marketing Certification Hubspot Certifications Professional Certified Marketer--Digital Marketing | Google Ads Certifications Google Analytics Certifications | |
| Account-Based Marketing Certification (ABM) Certified Event Rental Professional Certified Pricing Professional (CPP) National Retail Federation--RISEUP Certifications | Adobe* Certificate in Principles of Public Relations Certified Digital Marketing Professional Certified Web and Mobile App Developer Associate (CWMA-Associate) Facebook Blueprint Certifications Hootsuite Social Marketing Certification Hubspot Certifications Professional Certified Marketer--Digital Marketing | Google Ads Certifications Google Analytics Certifications | | | | |
| College Credit Opportunities | You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE . | | | | | |

Business Administration in MARKETING Career Pathway

at <Name of High School>

Your Academic and Career Plan (ACP) for this career pathway starts here...



Add your district logo here!

Use this page to figure out which classes and activities you will take to prepare for this career pathway. Record your plan in XELLO.

| | | | | | |
|---|--|---|--|---|-------------------------|
| Career and Technical Education Courses | <ul style="list-style-type: none"> • CTE Course #1 • CTE Course #2 • CTE Course #3 • CTE Course #4 | | | Start creating your professional network through CAREER EXPLORATION PROGRAMS . Record your experiences in XELLO. | |
| Other Recommended Courses | <ul style="list-style-type: none"> • Course #1 • Course #2 • Course #3 | | | <u>State:</u> <ul style="list-style-type: none"> • Program Name/link #1 • Program Name/link #2 | |
| Career and Technical Student Organization | <ul style="list-style-type: none"> • Name of CTSO | | | <u>Regional:</u> <ul style="list-style-type: none"> • Program Name/link #1 • Program Name/link #2 | |
| Work-Based Learning Options | <ul style="list-style-type: none"> • WBL Option #1 • WBL Option #2 | | | <u>Local:</u> <ul style="list-style-type: none"> • Program Name/link #1 • Program Name/link #2 | |
| Industry Recognized Credential Options <i>Italics = must be 18 years old to obtain</i> | Sales & Merchandising | Communications | | Research | |
| | IRC Name/link #1 IRC Name/link #2 | | | | |
| | IRC Name/link #1 IRC Name/link #2 IRC Name/link #1 IRC Name/link #2 | IRC Name/link #1 IRC Name/link #2 IRC Name/link #1 IRC Name/link #2 | IRC Name/link #1 IRC Name/link #2 IRC Name/link #1 IRC Name/link #2 | | |
| College Credit Opportunities You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE . | College Courses Offered at Your High School | | | | |
| | Transcripted Credit <ul style="list-style-type: none"> • Name of HS Course #1, IHE granting credit • Name of HS Course #2, IHE granting credit | AP and/or IB Courses Name of AP/IB Course #1 - Score, College, Course - Score, College, Course - Score, College, Course | | Name of AP/IB Course #2 - Score, College, Course - Score, College, Course - Score, College, Course | |
| | College Courses You Can Take at a College Campus | | | | |
| | October 1st: Spring Courses | | Application Deadlines: February 1st: Summer Courses (ECCP only) | | March 1st: Fall Courses |
| Start College Now <ul style="list-style-type: none"> • Name of College #1, College Course #1 • Name of College #1, College Course #2 • Name of College #2, College Course #1 • Name of College #2, College Course #2 | Early College Credit Program <ul style="list-style-type: none"> - Name of College #1, College Course #1 - Name of College #2, College Course #1 - Name of College #3, College Course #1 - Name of College #4, College Course #1 | | <ul style="list-style-type: none"> - Name of College #1, College Course #2 - Name of College #2, College Course #2 - Name of College #3, College Course #2 - Name of College #4, College Course #2 | | |