

Pathway	OCCUPATIONS RELATING TO THIS CAREER CLUSTER
Marketing Communications	Account Executive • Advertising Manager • Creative Director • Media Buyer • Marketing Associate • Public Information Director • Interactive Media Specialist
Marketing Management	Database Manager • Customer Service Representative • Brand Manager • Director of Market Development • Marketing Services Manager • Planning Analyst
Marketing Research	Research Associate • Research Specialist • Market Research Manager • Strategic Planner • Research Analyst • Forecasting Manager • Marketing Strategist
Merchandising	Merchandise Buyer • Operations Manager • Retail Marketing Coordinator • Receiving Clerk • Visual Merchandise Manager • Department Manager • Sales Associate
Professional Selling	Account Executive • Broker • Manufacturer’s Representative • Field Representative • Sales Executive • Solutions Advisory • Client Relationship Manager



Marketing Education - Coordinated Plan of Study			
Marketing Career Cluster			
Professional Sales, Merchandising, Marketing Communication		Marketing Management	
Course Name	Cr	Course Name	Cr
Entertainment/Events Marketing	.5	Marketing I	1
Marketing I	1	Management	1
Management	1	Retail Store Management	1
Retail Store Management	1	Marketing Cooperative Work	.5
Marketing Cooperative Work	.5		

Students must earn at least 2 credits in a CTE pathway and 2 additional CTE credits to qualify for the CTE Scholarship

Is this Pathway for you?

- Are you someone who likes to work with data to solve problems?
- Do you like to interact with all kinds of people?
- Do you like to come up with new ideas?
- Do you like to follow directions to complete a task?
- Do you consider yourself a leader who could be part of a team?
- Are you interested in being a team captain, officer, or having a role in an organization?
- Are you interested in technology and its ongoing innovation?
- Have you ever dreamed of owning your own business?

Other Electives to Consider for Marketing Pathway Preparation
<p>CTE Electives</p> <p>Computer Applications, Web Design Accounting I, II Business & Personal Finance, Business Law Culinary Academy, International Cuisine, Discovering Foods Housing and Interior Design</p> <p>Academic Electives</p> <p>Communications, Journalism I, II Creative Writing, Debate Foreign Language Microeconomics Publications/Media, Public Speaking Sociology Philosophy Worldview, & Ethics</p>



North Dakota Marketing Related Postsecondary Programs

Pathway	Associate's Degree or Less	Bachelor's Degree	Master's Degree or More
Marketing Communications	<input type="checkbox"/> Advertising and Marketing (DCB) <input type="checkbox"/> Advertising transfer (WSC) <input type="checkbox"/> Information & Communications Technology (NDSCS) <input type="checkbox"/> Mass Communications (BSC)	<input type="checkbox"/> Business Communication (UM) <input type="checkbox"/> Communication (UND) <input type="checkbox"/> Mass Communication (UM) <input type="checkbox"/> Public Relations (UM)	
Marketing Management	<input type="checkbox"/> Advertising & Marketing (DCB) <input type="checkbox"/> Business Management (NDSCS, RC, UTTC, WSC) <input type="checkbox"/> Information Management (NHSC) <input type="checkbox"/> Management (BSC) <input type="checkbox"/> Management Entrepreneurship (BSC) <input type="checkbox"/> Marketing (LRSC, RC) <input type="checkbox"/> Marketing and Management transfer (DCB) <input type="checkbox"/> Small Business Management (DCB)	<input type="checkbox"/> Business Management (RC, UM, VCSU) <input type="checkbox"/> Management (MiSU, NDSU, UND) <input type="checkbox"/> Management Communication (NDSU) <input type="checkbox"/> Marketing (MiSU, NDSU, RC, UM, UND, VCSU) <input type="checkbox"/> Sport & Leisure Management (UM)	<input type="checkbox"/> Management (MiSU)
Marketing Research	<input type="checkbox"/> Business Systems Analysis (RC)	<input type="checkbox"/> Business Systems Analysis (RC)	
Merchandising	<input type="checkbox"/> Art Marketing (UTTC) <input type="checkbox"/> Marketing (LRSC, RC)	<input type="checkbox"/> Apparel, Retail Merchandising, & Design (NDSU) <input type="checkbox"/> Operations and Supply Chain Management (UND)	<input type="checkbox"/> Merchandising (NDSU)
Professional Selling	<input type="checkbox"/> Entrepreneurship (CCCC, NDSCS, SBC, TMCC)	<input type="checkbox"/> Art Entrepreneurship (DSU) <input type="checkbox"/> Computer Information Systems/Customer Relationship Management (VCSU) <input type="checkbox"/> Entrepreneurship (UND)	



DECA is a co-curricular student organization that connects the Marketing Education classroom curricular to leadership experiences. DECA's mission is to prepare emerging leaders in marketing, finance, hospitality and management. North Dakota DECA was chartered in 1954 and continues to provide opportunities for its members today. DECA members are encouraged to be involved in local, state and national competitions, community services projects, and leadership. Contact your DECA advisor to learn more about what you can get involved.



Marketing education students also can compete in Junior Achievement's Titan Competition where students apply their knowledge of business to compete in an interactive business simulation or the JA Company Program which challenges student entrepreneurial spirit to start, operate, and liquidate their own company brand. Individual and team scholarship awards are available.