

Industry Credentials, Concentration Sequences, and Career Clusters

Marketing (8120)

Industry Credentials:

These apply only to 36-week courses.

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals Certification Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration Sequences:

*A combination of this course and those below, equivalent to two 36-week courses, is a **concentration sequence**. A **program completer** is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program. Students wishing to complete a specialization may take additional courses based on their career pathways.*

- Business Management (6135/36 weeks)
- Business Management (6136/18 weeks)
- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- International Baccalaureate Business Management (IB6135/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Real Estate (8191/36 weeks)
- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)

- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)

Career Clusters, Career Pathways, and Occupations:

- **Marketing**
 - **Marketing Communications**
 - Advertising and Promotions Manager
 - Art Director
 - Marketing Communication Manager
 - Marketing Manager
 - Multimedia Artist, Animator
 - Public Information Director
 - Public Relations Manager
 - Sales Manager
 - Trade Show Manager
 - **Marketing Management**
 - Advertising and Promotions Manager
 - Brand Manager
 - Chief Executive Officer
 - Entrepreneur
 - Franchisee
 - General Manager
 - Marketing Manager
 - Retail Manager
 - **Marketing Research**
 - Database Administrator
 - Market Research Analyst
 - Merchandising Coordinator
 - Product Planner
 - **Merchandising**
 - Customer Service Representative
 - Merchandise Buyer
 - Merchandise Displayer, Window Trimmer
 - Merchandise Manager
 - Operations Manager
 - Retail Manager
 - **Professional Sales**
 - Account Executive
 - Entrepreneur
 - Manufacturer's Sales Representative
 - Media Planner, Buyer
 - Property, Real Estate, and Community Association Manager
 - Real Estate Sales Agent
 - Sales Manager
 - Salesperson

- Telemarketer
 - Trade Show Manager
 - Wholesale and Manufacturing, Technical and Scientific Products Sales Representative
- **Transportation, Distribution and Logistics**
 - **Health, Safety and Environmental Management**
 - Health, Safety, and Environment Manager
 - **Sales and Service**
 - Billing Clerk
 - Customer Service Representative (CSR)
 - Dispatcher
 - Office Manager
 - Parts Salesperson
 - Statement Clerk