

# 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