



Marketing

ABOUT THE PATHWAY

Careers in marketing are concerned with understanding people and organizations. Marketing professionals collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors. Students in marketing courses will learn skills in planning, managing, and performing marketing activities such as brand management, professional sales, marketing communications and marketing research.

Follow the Marketing Pathway to explore these exciting careers:

- Marketing Executive
- Advertising Brand Manager
- Director of Events & Entertainment
- Public Relations Director
- Director of Market Development
- Strategic Planner
- Communications Manager
- Digital Marketing Analyst

\$ Annual wage range: \$28,000-\$150,000

PATHWAY LOCATIONS

East, Heights, North, Northwest, South, Southeast, West High Schools

STUDENT ORGANIZATIONS

An Association of Marketing Students
DECA

DECA was founded in 1946. Their strong connection with programs and activities using the latest technology and cutting edge educational research helps provide our students a remarkable experience. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.



PROGRAM COURSES

**Dual credit opportunity with WSUTech (offered to 10th-12th grade students)*

INTRODUCTORY: Business Essentials

TECHNICAL: Accounting, Entrepreneurship, Youth Entrepreneurship of KS, Principles of Marketing*, Business Communications, Business Economics, Sports & Entertainment Marketing, Advanced Spreadsheets Applications, Business Management, Computer Graphics, Digital Marketing, Web Page Designs,

APPLICATION: Marketing Applications*, Workbased Experience-Marketing