

PROGRAM OF STUDY: Marketing and Management



This Program of Study may serve as a graduation guide for the next four plus years, along with other career planning and educational materials. Courses listed in this model may include recommended coursework and should be individualized to students' educational and career goals. Each graduation plan needs to meet minimum high school graduation requirements. Dual Enrollment courses can be high school academic and/or career technical education courses.

	SECONDARY:					POSTSECONDARY:		
COURSE/ GRADE	NINTH	TENTH	ELEVENTH	TWELFTH		TCC	DIPLOMA OR AAS	BACHELOR OF SCIENCE
ENGLISH	9 th grade Lit/ Composition	10 th grade Lit/ Composition	American Lit/ Composition	World Lit/ Composition / British Lit	Entrance/Exit Point	SB51 Small Business Marketing Manager Certificate Find the campus for the TCC options	Entrance/Exit Point	Entrance/Exit Point
MATHEMATICS	Coordinate Algebra / Algebra I	Analytic Geometry / Geometry	Advanced Algebra / Algebra II	Pre-calculus				
SCIENCE	Physical Science	Biology	Chemistry	Physics				
SOCIAL STUDIES	World History	Psychology	US History	Government (½ unit) Economics (½ unit)				
PATHWAY COMPLETER	Marketing Principles	Marketing and Entrepreneurship	Marketing Management	Another course in focus area, Work-Based Learning, or Youth Apprenticeship				
Industry Recognized Credential (Pathway Completer)		Visit the End of Pathway Assessment Page (see note below)						
Required/ Selective Electives	Health & Personal Fitness (can be taken in grades 9-12)	Introduction to Business and Technology	Financial Literacy	Entrepreneurship				
	Modern Language/Latin 2 units required for admissions to Georgia University System Colleges/Universities For a listing of Modern Language/Latin courses offered at your high school, please contact your advisor, counselor, or curriculum handbook.		Other Electives For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.					
<p>NOTE: Students have many options to ENTER and EXIT from their academic studies into the workforce. When a student graduates from high school, they are eligible to choose one of many ENTRANCE POINT options: 1. Enroll in either a 2 or 4 year post-secondary program; 2. Enroll in an apprenticeship program or the military; or 3. Enter the workforce using technical skills learned in high school. When a student finishes a 2- or 4-year degree program, they may choose to EXIT and 1. Enroll in an apprenticeship program or the military; 2. Enroll in a professional university degree program; or 3. Enter the workforce using technical skills learned.</p>								

The University System of Georgia offers students' higher education options at 30 institutions throughout the state, providing a wide range of academic programming including certificates and associate, baccalaureate, masters, doctoral and professional degrees.
<https://apps.ds.usg.edu/ords/?p=118:1:0>

Marketing and Management Career Pathway Completers - Industry Credentialing for High School Students

Upon completion of sequenced courses in the Marketing and Management Pathway, students are eligible to complete the Industry-Recognized student credential for fulfillment of the End of Pathway Assessment. Secondary students completing the Marketing and Management pathway will be able to sit for the National Industry Credentialed assessment offered on-line from ASK, MBA Research, and OKCareerTech. Once mastery is reached, students will receive recognition for completion and use this credential in conjunction with their job or continuing training. For specific assessment information, refer to: <http://bit.ly/MarketingGA>.

Sample In Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Marketing Managers	Bachelor's Degree	\$108,700	270	In Demand, High Skill, High Wage
Sales Managers, Entrepreneurships	Bachelor's Degree	\$106,400	550	In Demand, High Skill, High Wage
Management Analysts	Bachelor's Degree	\$80,700	2,080	In Demand, High Skill
Market Research Analysts and Marketing Specialists	Bachelor's Degree	\$63,527	2,886	In Demand, High Skill

Data link here.

Go to [GAfutures at www.gafutures.org](http://www.gafutures.org) for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, grants and loans, FAFSA, and CSS forms).

Career Enhancement Opportunities	Career-Related Education Activities <ul style="list-style-type: none"> Career Awareness Career Exploration Instructional Related Connecting <ul style="list-style-type: none"> Work-Based Learning Employability Skill Dev. Cooperative Education Internship Youth Apprenticeship Clinicals 	Postsecondary Options: <ul style="list-style-type: none"> 4-Year Universities/Colleges 2-Year Colleges Technical Colleges State Registered Apprenticeships Special Purpose Schools On-the-Job Training Military 	Earning Postsecondary Credits While in High School <ul style="list-style-type: none"> Dual Enrollment Program <ul style="list-style-type: none"> Earn postsecondary credit while in high school You can complete <ul style="list-style-type: none"> Industry Credential Technical Certificate of Credit (TCC) Associates of Applied Science Degree <ul style="list-style-type: none"> Bachelor's Degree Who can help? <ul style="list-style-type: none"> Parents School Counselor Advisor
	Postsecondary Transition <ul style="list-style-type: none"> University System of Georgia Institutions: Admissions Testing <ul style="list-style-type: none"> ACT or SAT For More Information: <ul style="list-style-type: none"> Contact the institution of your choice OR Technical College System of Georgia <ul style="list-style-type: none"> Placement Exam United States Military <ul style="list-style-type: none"> ASVAB Assessment Use BRIDGE Law platform to inform decisions on postsecondary opportunities Dual Enrollment <ul style="list-style-type: none"> Earning high school course credits while taking college courses 		
Related Pathway Occupations		Other Related Occupations	
<ul style="list-style-type: none"> Directors of Marketing Internal Communications Managers Analysts Green Marketers 		<ul style="list-style-type: none"> Survey Researchers Management Demonstrators & Product Promoters 	
		<ul style="list-style-type: none"> Market Research Analysts Advertising & Promotions Managers Business Teachers, Postsecondary 	
		*ONET Online	

Marketing and Management Pathway Description

Marketing professionals are responsible for developing, implementing, and managing a company's marketing efforts, both through traditional and digital formats, to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors.

They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers' wants and needs. From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

Employment of marketing and sales managers is expected to increase through 2024; this increase will be the result of intense domestic and global competition in products and services offered to consumers. A positive aspect of the marketing and management field is the variety of jobs this field offers. Another positive aspect is the room for advancement to higher-level jobs or other positions.

Competition for marketing, sales, and management jobs is expected to be high. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Internships, part-time jobs, and volunteer work will be important to employers for entry-level jobs. Opportunities will be available for those who are qualified. Anyone interested in this field should enjoy working with people, be creative and a self-starter, and should have excellent verbal and written communication skills. High earnings, substantial travel, and long hours are common to this profession.