Marketing Pathway Model

Associate Degree, Marketing ★ | **Bachelor's Degree, Marketing** ★ | **Master's Degree, Marketing** ★

Start Pre-Marketing
As early as grade 7
(based on readiness)

Workplace Visits
Job Shadow
Internship
Work

Marketing Specialist
Salary: $55,450
Job Growth (10 yr): 37.4%
Annual Openings: 855
Average Tuition (2 yr): $7,600

Supervised Experience

Work

Product Manager
Salary: $81,590
Job Growth (10 yr): 8.6%
Annual Openings: 114
Average Tuition (4 yr): $39,700

Supervised Experience
Internship

Work

Marketing Manager
Salary: $113,080
Job Growth (10 yr): 8.8%
Annual Openings: 186
Average Tuition (4 yrs +): $60,300+

Internship

Work

Provided by middle schools, high schools, employers, Ohio Tech Centers, and colleges.

Preparing students for multiple options after high school:
gainful employment and/or postsecondary study.

Marketing Pathway Model

Secondary Pathway: **Marketing Management**

Postsecondary Program: **Marketing**

Courses with Secondary and Post-Secondary Credits

Secondary	**7 8**	English	Algebra I	Science	Social Studies	Fine Arts			
	9 10	English	Geometry	Biology	US History	Health (.5) PE (.5)	Business Foundations	Marketing Principles	Marketing Applications
	11	English	Algebra II	Chemistry	US Government & Economics	Foreign Language	Management Principles	Marketing Research	
	12	English	Trigonometry	Physics	Psychology	Foreign Language	Strategic Entrepreneur-ship	Marketing Capstone	
Post-Secondary	**Year 1 1st Semester**	English	Statistics	Retailing	Micro-economics	Digital Media Preparation	College Seminar		
	Year 1 2nd Semester	Marketing Principles	Financial Accounting	Supply Chain Mgmt Principles	Branding	Customer Service & Sales	Physics	American History	
	Year 2 1st Semester	Web & Electronic Marketing	Advertising & Promotion	Business-to-Business Marketing	Marketing Info & Consumer Analysis	Managerial Accounting			
	Year 2 2nd Semester	Global Marketing	Project Management Principles	Direct & Database Marketing	Marketing Seminar	Marketing Practicum	Fundamentals of Interactive Media		

High School CTE Program Courses

High School Courses for Postsecondary Credit (Including Apprenticeship Hours) and the Corresponding Postsecondary Courses

Required Courses

Recommend Electives

Visit education.ohio.gov/CareerConnections for reference information

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