

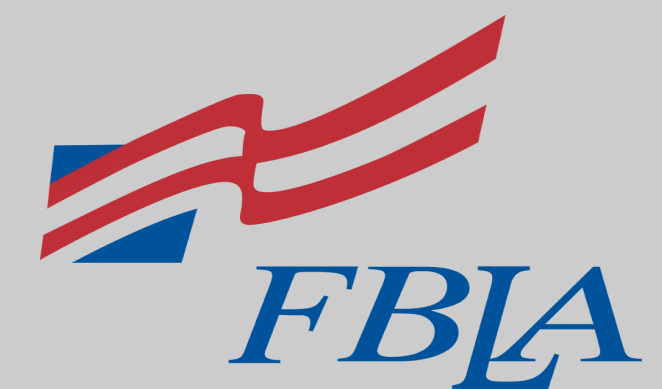
BUSINESS, FINANCE, & MARKETING

MARKETING



DOES THIS CAREER PATHWAY FIT YOUR INTERESTS AND LIFESTYLE? WOULD YOU LIKE A CAREER IN MARKETING? COMPLETING A CAREER PATHWAY WILL PREPARE YOU TO TAKE ADVANTAGE OF POSTSECONDARY OPTIONS, SUCH AS ON-THE-JOB TRAINING, CERTIFICATION PROGRAMS, AND TWO- AND FOUR-YEAR DEGREES.

EXPLORE YOUR OPTIONS!



MARKETING IS:

- HIGH WAGE
- HIGH DEMAND



SAMPLE OCCUPATIONS REQUIRING:

HIGH SCHOOL DIPLOMA

- >ADVERTISING SALES AGENT
- >SOCIAL MEDIA ASSOCIATE

ASSOC OR TECHNICAL DEGREES

- >DIGITAL MARKETER
- >SOCIAL MEDIA COORDINATOR
- >EVENT MARKETER
- >PROJECT COORDINATOR

BACHELOR'S DEGREE

- >CTE TEACHER
- >ART DIRECTOR
- >GRAPHIC DESIGNER
- >PUBLIC RELATIONS SPECIALIST

1 EXPLORER COURSE REQUIRED			GRADES
BUSINESS COMM 1/2	EASTSHORE	1.00	10-12
DIGITAL BUS. APPS.	WMS & LEHI JR.	.50	9
WEB DEVELOPMENT 1	REVOIR	.50	9 (WMS)
BUSINESS OFFICE SPEC.	WMS & LEHI JR.	.50	9
EXPL. BUS & MKTG.	LEHI JR.	.50	9
MARKETING 1	COOK	.50	10-12
ENTREPRENEURSHIP	COOK	.50	10-12
REAL ESTATE	BOYD	.50	10-12
SPORTS MARKETING	COOK	1.00	10-12
1 CONCENTRATOR COURSE REQUIRED			
DIGITAL MARKETING	COOK	.50	10-12
INFLUENCE & CONTENT MARKETING	COOK	.50	10-12
SUGGESTED COMPLETER COURSE			
CTE INTERNSHIP	MCMULLIN	.50	12

ALL PATHWAYS REQUIRE 3 CREDITS TO COMPLETE

