



Marketing

The **Marketing Cluster** focuses on planning, managing, and performing marketing activities to reach organizational objectives. If you are interested in working in the Marketing cluster, you would help businesses sell products. You might advertise and promote products so customers would want to buy them. Or you might sell products and services directly to customers. Or you might use the Internet to reach customers.



APPROVED COURSES

EXPLORATORY

Intro to Creative Media
 Graphic Design
 Media and Advertising I
 Marketing I

PREPARATORY

Sports and Entertainment Marketing
 Marketing II
 Media and Advertising II
 Media and Advertising Capstone
 Cooperative Occupational Experience

ALIGNED TO INDUSTRY

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Audio-Visual Specialist	\$55,260	140	12%
Graphic Designer	\$47,470	610	4%
Camera Operator	\$47,280	120	6%
Producer	\$55,380	160	8%
Advertising Manager	\$114,560	50	6%

WORK-BASED LEARNING AND EXTENDED LEARNING OPPORTUNITIES

Work Experience Opportunities

CTE students in many cases can pursue what is called a "work-based learning" opportunity and earn high school credit. Students in these pathways may enroll in Cooperative Occupational Experience (COE). This internship option is offered to students who are enrolled in any course within this pathway. This allows qualified students to be excused from school a portion of the day to work in one of the approved businesses of the Carthage area.

Student Leadership Organizations

Career and technical student organizations are much more than clubs. They provide opportunities for hands-on learning, and for applying career, leadership and personal skills in real-world environments. Participants build their skills by developing projects, attending events, and competing regionally and nationally. The student organizations recommended for Media & Advertising is [Missouri DECA](#).

Career Pathways within the **Marketing Cluster** include:

- Marketing Communications* – design and implement marketing plans, create television/radio advertisements
- Marketing Management* direct the marketing operations including advertising, marketing, sales, and public relations
- Marketing Research* – collect and analyze many different types of information to design new products and predict future sales
- Merchandising* – get the product into the hands of the customer, design display and packaging for products
- Professional Sales* – ensure goods and services are sold to businesses and individuals

PROGRAM PATHWAY

	Media and Advertising	Marketing
Year 1	Intro to Creative Media	Intro to Creative Media
Year 2	Marketing I Media and Advertising I	Marketing I Marketing II
Year 3	Media and Advertising II	Sports and Entertainment Marketing Graphic Design
Year 4	Media and Advertising Capstone	Cooperative Occupational Experience

Suggested sequence of courses only, some courses may be taken in a different order pending instructor approval

POSTSECONDARY OPTIONS

CREDENTIALS		HIGHER EDUCATION			
HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL	SCHOOLS WITH THESE PROGRAMS
Adobe Certified Associate	Digital Communication and Media	Digital Communications			OTC, Evangel, MSU, NWMSU, SEMU, UCM, Washington U., William Jewell
	Electronic Media Certificate	Electronic Media Production	Film Video Technology		OTC, MSU, College of the Ozarks, Evangel, Mizzou
Graphic Communications – PrintED	Business and Marketing Certificate	Graphic Design Technology	Graphic Design		Crowder, OTC, College of the Ozarks, Drury, MSSU, MSU, SBU, UCM
	Business and Marketing Certificate	Marketing	Advertising Marketing		Drury, Evangel, MSSU, SBU, UCM