



**MARKETING CLUSTER**

# MARKETING COMMUNICATIONS AND PROMOTIONS PATHWAY

Keen competition should be expected in these highly coveted jobs. Those working in the marketing communications and promotion field coordinate market research, market strategies, sales, advertising, promotion, pricing, product development and public relations activities. Job opportunities available in this field include advertising managers, account executives, creative directors, media directors, promotions managers, marketing managers, product development managers, market research managers, public relations managers and sales managers. These jobs are found in almost every industry, and the number of jobs available is expected to increase faster than average through 2020. College graduates with related experience, a high level of creativity and strong communication skills will have the best job opportunities. Technology is changing the way we communicate and promote goods and services with potential customers. As a result, the more computer related skills one can accumulate, the better his/her employment opportunities in this industry.

**PATHWAY COURSES**

- Marketing Principles
- Promotional and Digital Marketing
- Integrated Marketing Communications

**RECOMMENDED COURSES**

- Any Business and Computer Science Course
- Entrepreneurship
- Marketing Management
- Work-Based Learning
- World Language

**POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES**

**TECHNICAL COLLEGES**

- Business Administration
- Expert Sales Management
- Project Management

**COLLEGES/UNIVERSITIES**

- Accounting
- Advertising
- Business Economics
- Communication
- International Business
- Management
- Marketing

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**



**TOP CAREER CHOICES**

**Advertising and Promotions Manager**  
 Bachelor Degree needed  
 \$102,602 annual salary  
 71 annual average openings in Georgia

**Public Relations Specialists**  
 Bachelor Degree needed  
 \$57,399 annual salary  
 112 annual average openings in Georgia

**Market Research Analysts**  
 Bachelor Degree needed  
 \$66,503 annual salary  
 519 annual average openings in Georgia

**ADDITIONAL CAREER CHOICES**

- Advertising and Promotion Managers Search
- Business Teachers/Post-Secondary
- Green Marketers
- Marketing Managers
- Marketing Strategists
- Public Relations Specialists Advertising
- Sales Agents/Sales Managers
- Sales Representatives



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>



**CAREER EXPLORATION & Pathway Discovery**  
 CTAE Career Pathways / Fine Arts Pathways

- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School