Pathways Wisconsin
Business Administration in **MARKETING**
State Employer Pathway Outline

CAREERS POSSIBLE

Note: careers may require additional related occupational experience	Marketing		
	Sales & Merchandising	**Communications**	**Research**
HS Diploma	Real Estate Sales Agents*, Merchandise Displayers and Window Trimmers*, Customer Service Representatives, Counter and Rental Clerks, Meeting/ Convention/and Event Planner Assistant*, Sales Support	Marketing Clerks, Social Media Brand Marketing Coordinators	Search Marketing Strategists*
Military	Enlisted Careers: International and Civil Affairs Specialists, Audiovisual and Broadcast Technicians, Communications Equipment Operators, Photographers and Videographers, Officer Careers: International and Civil Affairs Officers, Public Affairs Officers, Sales and Stock Specialists, Arts and Media Directors, Communications Managers, Graphic Designers and Desktop Publishers, Public Affairs Specialists and Broadcast Journalists		
Associate Degree	Sales Representatives*		
Bachelor Degree+	Advertising and Promotions Manager*, Sales Manager*, Public Relations and Fundraising Managers*, Meeting, Convention, and Event Planners*, Fundraisers*, Purchasing Manager*, Sales Engineers*, Online Merchants*	Brand Managers, Public Relations Specialists*, Marketing Manager*	Marketing Research Analysts and Marketing Specialists*
Additional Occupational Certifications	Google Analytics National Retail Federation--RISEUP Certifications, Certified Event Rental Professional, Accredited Buyer Representative, Professional Certified Marketer--Sales Management, Senior Professional in Supply Chain Management (SPSM), Certified E-Commerce Manager(CMES)	Hubspot Certifications, Hootsuite Social Marketing Certification, Google Ads Certifications, Facebook Blueprint Certifications, Professional Certified Marketer--Digital Marketing, Certified Pricing Professional (CPP), Certificate in Principles of Public Relations, Certified Innovation Leader Credential	Demandbase Academy Certification, Google Analytics Certifications

***High Demand, High Skill in WI, DWD projections 2018-2028**

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HIGH SCHOOL OPTIONS

High schools offering a Regional Career Pathway need to include one option from each of the four elements.
Students can get a head start in high school by completing 3 of the 4 pathway elements in a Regional Career Pathway.

ELEMENT 1: Sequence of Courses

- Must offer a minimum of three related courses
- Courses should align with Business Administration Building Blocks in either Business Management, Finance, or Marketing

ELEMENT 2: State Certified Work-Based Learning Program

- Employability Skills (90 hrs)
- State Skill Standards Co-Op- Business, Finance and Marketing (480 hrs/1 year)
- Youth Apprenticeship- Finance & Marketing (450 hrs/year; 1-2 years)
- Local Internship/Co-Op (90+ hrs/1 year) ***IF State Approved***

WBL Guide

ELEMENT 3: College Credit Opportunities

Can be one of the minimum sequence of 3 courses
College dual credit courses MUST count in the postsecondary program

- AP/IB Courses & Scores accepted
- Technical College Classes (Start College Now)
- University Classes (CLEP, CAPP, etc., and/or Early College Credit Program)

ELEMENT 4: Industry Recognized Certifications

Note some certifications may be more appropriate for specific pathways than others

***Approved for CTE Incentive Grants**

- Microsoft - MOS (MIN *2), *MTA
- Center for Financial Training though ABA (American Banking Association) - Bank Teller, Customer Service Representative
- Certiport or Intuit - Quickbooks Certified User
- A*S*K - ANY Business or Marketing Certificate

Related Career Awareness and Exploration Experiences

- Wisconsin DECA Student Organization
- Wisconsin Future Business Leaders of America (FBLA) Student Organization
- Junior Achievement
- School-Based Enterprises (SBE)
- WMC Business World & Mini-Business World
- Wisconsin Young Entrepreneur of the Year
- Business Emerging Leaders Program

Also consider including regional experiences, such as:

- Inspire Profiles & Career Development Activities
- Specific Workforce Development programs
- Technical College Boot Camps or Summer Programs
- Project Based Learning programs

Career Movement often occurs across Pathways

Financial Services
and
Retail

Source: U.S. Department of Labor, CareerOneStop, Competency Model Clearinghouse

Business Administration in Management, Finance & Marketing crosses all industries!

Agriculture	Energy	Manufacturing	Education	Healthcare
Transportation	Finance	Business	Marketing	Hospitality
Law & Corrections	Engineering	Construction	A/V Technology & Communications	

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POSTSECONDARY OPTIONS

You have many options after high school if you want to pursue this Regional Career Pathway!

ENTRY LEVEL WORK

Positions are focused on planning, managing and performing marketing activities to reach organizational objectives.

MILITARY

Enlisted:

International and Civil Affairs Specialists, Audiovisual and Broadcast Technicians, Communications Equipment Operators, Photographers and Videographers,

Officer:

International and Civil Affairs Officers, Public Affairs Officers, Sales and Stock Specialists, Arts and Media Directors, Communications Managers, Graphic Designers and Desktop Publishers, Public Affairs Specialists and Broadcast Journalists

TECHNICAL COLLEGE: SEMI-SKILLED POSITIONS

Regional Postsecondary Options

should include industry recognized certifications and technical diplomas in programs such as:

- Advertising Specialist
- Accelerated - Leadership
- Digital Marketing
- Sales Representative
- Sales and Marketing
- Marketing - Social Media
- Fashion Marketing Specialist
- Marketing - Digital Marketing Promotions
- Marketing Specialist
- Digital Internet Marketing
- Customer Relationship Professional
- Import/Export Specialist
- Transportation - Logistics

<Specific program names will vary in each region.>

TECHNICAL COLLEGE: SKILLED/TECHNICAL POSITIONS

Regional Postsecondary Options

should include industry recognized certifications and associate degrees in programs such as:

- Sales Management
- Marketing
- Fashion Marketing
- DIgital Marketing
- Design & Graphic Technology
- Global Business
- Real Estate

<Specific program names will vary in each region.>

UNIVERSITY: PROFESSIONAL POSITIONS

Regional Postsecondary Options

should include industry recognized certifications and bachelor degrees in majors such as:

- Marketing
- Entrepreneurship
- Brand and Product Management
- Real Estate
- Supply Chain Management

Certificate Programs:

- Digital Marketing
- Experiential and Sports Marketing
- Innovation and Social Enterprise
- Professional Sales
- Retail Management
- Business
- Entrepreneurship
- Supply Chain Management

<Specific program names will vary in each region.>