



# Business Administration in **MARKETING** Career Pathway

<Name of Region>  
2020-2021



**EXPLORE:** Click on the links to find the job titles that seem most interesting to you to learn more! Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP) later on.

| <b>Educational Level</b><br>May also require work experience | <b>Sales &amp; Merchandising</b>   | <b>Communications</b>   | <b>Research</b>   |
|--|--|---|---|
| High School Diploma, Certification                           | <p> <a href="#">Customer Service Representative</a> * ○<br/> <a href="#">Retail Salesperson</a> ○<br/> <a href="#">Inside Sales</a> * ○<br/> <a href="#">Online Merchant</a> *<br/> <a href="#">Product Demonstrator</a> </p> <p>Range \$xxx,xxx-xxx,xxx</p> | <p> <a href="#">Social Media Content Creator/Influencer</a> *<br/> <a href="#">Mobile Application Development Assistant</a> *<br/> <a href="#">Customer Service Representative</a> ○<br/> <a href="#">Radio &amp; Television Announcers</a> </p> <p>Range \$xxx,xxx-xxx,xxx</p> | <p> <a href="#">Marketing Research Assistant</a> *           </p> <p>Range \$xxx,xxx-xxx,xxx</p>  |
| Certification or Technical Diploma                           | <p> <a href="#">Sales Representative</a> * ○<br/> <a href="#">Real Estate Sales Agent</a> ○<br/> <a href="#">Visual Merchandiser</a> ○           </p> <p>Range \$xxx,xxx-xxx,xxx</p>   | <p> <a href="#">Social Media Specialist</a> *<br/> <a href="#">Media Buyer</a> ○           </p> <p>Range \$xxx,xxx-xxx,xxx</p>  | <p> <a href="#">Search Engine Specialist</a> *           </p> <p>Range \$xxx,xxx-xxx,xxx</p>  |
| Associate Degree   | <p> <a href="#">Customer Service Manager</a> *<br/> <a href="#">Sports Marketer</a> ○<br/> <a href="#">Event Planner</a> ○<br/> <a href="#">Marketing Coordinator</a> *           </p> <p>Range \$xxx,xxx-xxx,xxx</p>  | <p> <a href="#">Social Media Manager</a> *<br/> <a href="#">Digital Marketing Specialist</a> * ○<br/> <a href="#">Public Relations Specialists</a> ○           </p> <p>Range \$xxx,xxx-xxx,xxx</p>  | <p> <a href="#">Search Marketing Strategists</a> *<br/> <a href="#">Marketing Research Specialist</a> *<br/> <a href="#">Consumer Insights Consultant</a> *           </p> <p>Range \$xxx,xxx-xxx,xxx</p> |
| Bachelor Degree and beyond                                   | <p> <a href="#">Sales Manager</a><br/> <a href="#">Purchasing Manager</a> ○<br/> <a href="#">Fundraiser</a> * ○<br/> <a href="#">Marketing Manager</a> </p> <p>Range \$xxx,xxx-xxx,xxx</p>   | <p> <a href="#">Advertising and Promotions Manager</a><br/> <a href="#">Brand Managers</a> *<br/> <a href="#">Public Relations and Fundraising Managers</a> *<br/> <a href="#">Marketing Instructor</a> </p> <p>Range \$xxx,xxx-xxx,xxx</p>                                     | <p> <a href="#">Marketing Research Analyst</a> * ○<br/> <a href="#">Operations Research Analyst</a> ○<br/> <a href="#">Consumer Insights Manager</a> *           </p> <p>Range \$xxx,xxx-xxx,xxx</p>      |
| Postsecondary Options  | Click <a href="#">HERE</a> for Sales & Merchandising Postsecondary Options   | Click <a href="#">HERE</a> for Communications Postsecondary Options   | Click <a href="#">HERE</a> for Research Postsecondary Options   |

\* **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!  
 ○ **XELLO** = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)

# Business Administration in MARKETING Career Pathway In High School



A career pathway in high school must include:

- A sequence of courses (including at least 2 CTE courses)
- Two of the following components: *Career and Technical Student Organization, Work-based Learning, Industry Recognized Credential, College Credit Opportunity*



|  |  |  |                 |   |   |  |
|--|--|--|-----------------|---|---|--|
| <b>Career and Technical Education Courses</b>  | Must include a sequence of at least TWO Career and Technical Education courses. Should align with Education Building Blocks for the pathway: <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>   | <b>CAREER EXPLORATION PROGRAMS</b>   |                 |   |   |  |
| <b>Additional Employer Recommended Courses</b>   | Should align with Education Building Blocks for this pathway: <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>   |  |                 |   |   |  |
| <b>Career and Technical Student Organization</b>   | <ul style="list-style-type: none"> <li>• <a href="#">Wisconsin DECA Student Organization</a></li> <li>• <a href="#">Wisconsin Future Business Leaders of America (FBLA) Student Organization</a></li> </ul>  |  |                 |   |   |  |
| <b>Work-Based Learning Program Options</b>   | <ul style="list-style-type: none"> <li>• <a href="#">Employability Skills</a> (90 hrs)</li> <li>• State Skill Standards Co-Op- <a href="#">Business, Finance and Marketing</a> (480 hrs/1 year)</li> <li>• Youth Apprenticeship- <a href="#">Finance</a> &amp; <a href="#">Marketing</a> (450 hrs/year; 1-2 years)</li> <li>• Local Work-based Learning Programs that meet <a href="#">state quality requirements</a></li> </ul>   |  |                 |   |   |  |
|  | <b>Sales &amp; Merchandising</b>   | <b>Communications</b>  | <b>Research</b> |   |   |  |
| <b>Industry Recognized Credential Options</b><br>Learn the skills that employers want to see!<br><br><i>Italics = must be 18 years old to obtain</i><br><br>* <a href="#">This certification is eligible for reimbursement through the technical incentive grant</a> | <p style="text-align: center;"> <a href="#">IC3</a> (Internet Core Competency Certification)*<br/>                     Microsoft Office Specialist (MOS)* &amp; Microsoft Technology Associate (MTA)* <a href="#">Microsoft</a> or <a href="#">Certiport</a><br/> <a href="#">A*S*K</a> - ANY Business or Marketing Certificate<br/>                     Entrepreneurship and Small Business Certification (<a href="#">Certiport</a>)                 </p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;"> <a href="#">Account-Based Marketing Certification (ABM)</a><br/> <a href="#">Certified Event Rental Professional</a><br/> <a href="#">Certified Pricing Professional (CPP)</a><br/> <a href="#">National Retail Federation--RISEUP Certifications</a> </td> <td style="width: 33%; padding: 5px;"> <a href="#">Adobe*</a><br/> <a href="#">Certificate in Principles of Public Relations</a><br/> <a href="#">Certified Digital Marketing Professional</a><br/> <a href="#">Certified Web and Mobile App Developer Associate (CWMA-Associate)</a><br/> <a href="#">Facebook Blueprint Certifications</a><br/> <a href="#">Hootsuite Social Marketing Certification</a><br/> <a href="#">Hubspot Certifications</a><br/> <a href="#">Professional Certified Marketer--Digital Marketing</a> </td> <td style="width: 33%; padding: 5px;"> <a href="#">Google Ads Certifications</a><br/> <a href="#">Google Analytics Certifications</a> </td> </tr> </table> |  |                 | <a href="#">Account-Based Marketing Certification (ABM)</a><br><a href="#">Certified Event Rental Professional</a><br><a href="#">Certified Pricing Professional (CPP)</a><br><a href="#">National Retail Federation--RISEUP Certifications</a> | <a href="#">Adobe*</a><br><a href="#">Certificate in Principles of Public Relations</a><br><a href="#">Certified Digital Marketing Professional</a><br><a href="#">Certified Web and Mobile App Developer Associate (CWMA-Associate)</a><br><a href="#">Facebook Blueprint Certifications</a><br><a href="#">Hootsuite Social Marketing Certification</a><br><a href="#">Hubspot Certifications</a><br><a href="#">Professional Certified Marketer--Digital Marketing</a> | <a href="#">Google Ads Certifications</a><br><a href="#">Google Analytics Certifications</a> |
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| <b>College Credit Opportunities</b>  | You can find the list of college credit opportunities included in the postsecondary options for this pathway <a href="#">HERE</a> .  |  |                 |   |   |  |