



Business Administration in **MARKETING** Career Pathway

NEW North
2022-2024



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.

Educational Level May also require work experience	Sales & Merchandising	Communications	Research
High School Diploma, Certification	Customer Service Representative * <input type="radio"/> Retail Salesperson <input type="radio"/> Inside Sales * <input type="radio"/> Online Merchant * Product Demonstrator Range \$21,690-51,620	Social Media Content Creator/Influencer * Mobile Application Development Assistant * Customer Service Representative <input type="radio"/> Radio & Television Announcers Range \$23,900-103,900	Marketing Research Assistant * Range \$35,380-127,460
Certification or Technical Diploma	Sales Representative * <input type="radio"/> Real Estate Sales Agent <input type="radio"/> Visual Merchandiser <input type="radio"/> Range \$26,480-97,790	Social Media Specialist * Media Buyer <input type="radio"/> Graphic Design Range \$26,200-124,030	Search Engine Specialist * Data/Scientist Mining * Business Analysis Range \$35,380-127,410
Associate Degree	Customer Service Manager * Sports Marketer <input type="radio"/> Event Planner <input type="radio"/> Marketing Coordinator * Range \$42,660-118,060	Social Media Manager * Digital Marketing Specialist * <input type="radio"/> Public Relations Specialists <input type="radio"/> Range \$35,370-122,810	Search Marketing Strategists * Marketing Research Specialist * Consumer Insights Consultant * Range \$35,380-127,410
Bachelor Degree and beyond	Sales Manager Purchasing Manager <input type="radio"/> Fundraiser * <input type="radio"/> Marketing Manager Range \$61,670-179,240	Advertising and Promotions Manager Brand Managers * Public Relations and Fundraising Managers * Marketing Instructor Range \$63,430-180,010	Marketing Research Analyst * <input type="radio"/> Operations Research Analyst <input type="radio"/> Consumer Insights Manager * Range \$47,810-120,580
Postsecondary Options	Click HERE for Sales & Merchandising Postsecondary Options	Click HERE for Communications Postsecondary Options	Click HERE 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*



Career and Technical Education Courses	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"> • • • 	<p style="text-align: center;">CAREER EXPLORATION PROGRAMS</p> <p>Statewide: You can find the list of career exploration programs associated with this pathway and develop a program list specific to your region or school.</p> <ul style="list-style-type: none"> • Inspire WI • Job Shadow/Internship • Youth Apprenticeship • Arts AV Apprenticeship
Additional Employer Recommended Courses	Should align with Education Building Blocks for this pathway: <ul style="list-style-type: none"> • Yearbook/Journalism • Public Speaking/Drama Class • Excel Classes • Video Production/Graphic Design 	
Career and Technical Student Organization	<ul style="list-style-type: none"> • Wisconsin DECA Student Organization • Wisconsin Future Business Leaders of America (FBLA) Student Organization 	
Work-Based Learning Program Options	<ul style="list-style-type: none"> • 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 Work-based Learning Programs that meet state quality requirements 	
	Sales & Merchandising	
Industry Recognized Credential Options Learn the skills that employers want to see! <i>Italics = must be 18 years old to obtain</i> * This certification is eligible for reimbursement through the technical incentive grant	IC3 (Internet Core Competency Certification)* Microsoft Office Specialist (MOS)* & Microsoft Technology Associate (MTA)* Microsoft or Certiport A*S*K - ANY Business or Marketing Certificate Entrepreneurship and Small Business Certification (Certiport)	
College Credit Opportunities	You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE .	
Account-Based Marketing Certification (ABM) Certified Event Rental Professional Certified Pricing Professional (CPP) National Retail Federation--RISEUP Certifications	Adobe* Certificate in Principles of Public Relations Certified Digital Marketing Professional Certified Web and Mobile App Developer Associate (CWMA-Associate) Facebook Blueprint Certifications Hootsuite Social Marketing Certification Hubspot Certifications Professional Certified Marketer--Digital Marketing	Google Ads Certifications Google Analytics Certifications