



## Career and Technical Education (CTE) Marketing Cluster



Career Possibilities	<p>Market Research Analyst</p> <p>Entrepreneur</p> <p>Sports &amp; Entertainment Manager</p> <p>Property/Real Estate Manager</p> <p>Telemarketer</p> <p>Marketing Manager</p> <p>Legal Assistant</p> <p>Franchise Owner</p>	<p>Chief Executive Officer</p> <p>Administrative Assistant</p> <p>Sales Manager/Clerk</p> <p>Media Planner, Buyer</p> <p>Public Relations Manager</p> <p>Merchandise Buyer</p> <p>Fundraiser</p> <p>Advertising and Promotions Manager</p>
<b>Year 1 Pathway Course</b>	<b>Complementary Pathway Courses*</b> = course has a pre-requisite	
<p><b>Marketing (new in 2023-24)</b></p> <p>This course highlights how products are developed, branded, and sold in addition to teaching how to analyze and capitalize on industry trends.</p>	<p>Entrepreneurship (29094) &amp; Entrepreneurship Advanced DE*(99095W)</p> <p>IB Business and Management SL (36114)</p> <p>Introduction to Business &amp; Marketing (26112)</p> <p>Sports Entertainment &amp; Recreation Marketing (28123)</p>	
<p><b>Sports Entertainment &amp; Recreation Marketing (28123)</b></p> <p>This course highlights the fundamental marketing concepts and theories as they relate to the sports, entertainment, &amp; recreation industry.</p>	<p>Entrepreneurship (29094)</p> <p>Entrepreneurship Advanced*(DE 99095W)</p> <p>Introduction to Business &amp; Marketing (26112)</p> <p>Marketing (new in 2023-24)</p>	
<b>Marketing Cluster</b>	<p><i>The Marketing cluster focuses on how to reach organizational goals through marketing and publicity.</i></p> <p><a href="#"><u>(Advance CTE)</u></a></p>	