



## Business and Marketing: Marketing Management

Pursuing a career in marketing can be very rewarding. Marketing can be a very creative career because it requires you to develop innovative ways of presenting your product to clients across various mediums. People with specific artistic skills in these mediums can be successful marketers. Many marketing professionals earn their degree in marketing or a related field, which qualifies them to gain the skills and expertise needed to pursue this career full-time. Pursuing a career in marketing can offer long-term employment for most professionals. Students who complete at least two credits in this pathway will meet CTE graduation pathway requirements.



### Students in this pathway will:

- ➔ Have the opportunity to earn college credit.
- ➔ Be able to participate in DECA to practice career and leadership skills in information technology.
- ➔ Be prepared to receive additional training at two- and four-year colleges.

### What high-demand careers are related to the Marketing Management Pathway?

High-demand careers	Annual salary in Washington	Required training after high school	Schools offering degrees or certification
Sales representatives, manufacturing and wholesale	\$87,000	High school diploma	Central Washington University Edmonds College Bates Technical College
Logisticians	\$94,000	Bachelor's degree	Lake Washington Institute of Technology Central Washington University City University
Compensation and benefits specialists	\$97,000	Bachelor's degree	University of Washington Central Washington University Bellevue College
Marketing manager	\$132,000	Bachelor's degree	Bellevue College Washington State University Western Washington University

\* Information from Washington State Employment Security Department, 2023

## What courses are related to the Marketing Management Pathway?

High school courses in this pathway	College credit offered			Leads to a certification?	Equivalencies offered to meet graduation requirements
	CTE dual credit	College in the High School	AP		
Introduction to Marketing (1.0 credit)	X				
Advanced Marketing (1.0 credit)	X				
Sports & Entertainment Marketing (1.0 credit)	X				
Entrepreneurship (1.0 credit)	X			Food handler's card	

### Marketing Management Pathway course sequence:



### Course descriptions:

**Introduction to Marketing** – Students in this class will learn what it takes to run their own business, with a focus on promotion, selling, and communication. Students will have an opportunity to participate in DECA, which is a dynamic club that gives its members exciting opportunities such as competition, travel, and community service. Five college credits are available through CTE dual credit.

**Advanced Marketing** – This course explores entrepreneurship. The course includes units covering economics, personal finance, advertising, sales, marketing, information management, and product generation. Students in this course are strongly encouraged to participate in DECA. Five college credits are available through CTE dual credit.

**Sports and Entertainment Marketing** – This course explores careers in sports and entertainment marketing. Through projects, students learn and practice skills in business planning, marketing information management, promotion and advertising, and sponsorship and partnership. Students will also learn what is involved in managing player talent, event planning, and communication. Students in this course are strongly encouraged to participate in DECA. Two college credits are available through CTE dual credit.

**Entrepreneurship** – This course is designed for students who have an interest in developing the skills, attitudes, and knowledge necessary to be a successful entrepreneur. It allows students to apply concepts learned in class through the operation of a small business (the student DECA store). Students in this class are required to participate in DECA. Ten college credits are available through CTE dual credit.

## What clubs are offered to practice career-related skills and leadership?

DECA is the CTE co-curricular opportunity (called a Career and Technical Student Organization) that is related to the Marketing Management Pathway for most students.

DECA, an internationally recognized student organization, prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management. Through DECA, students engage in a diverse array of hands-on activities that promote critical thinking, teamwork, and real-world business skills. Members have the chance to participate in competitive events, workshops, and conferences that enhance their understanding of marketing, economics, and entrepreneurship. As they progress through high school, DECA students cultivate leadership qualities, develop business plans, and gain insights into industry trends. After high school, DECA alumni often pursue careers in marketing, advertising, finance, business management, hospitality management, and related fields, where their honed skills and business acumen are highly valued in driving success and innovation.

---

*The Snohomish School District does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employees have been designated to handle questions and complaints of alleged discrimination: Civil Rights Coordinator, Title IX Coordinator and ADA – Darryl Pernet, 1601 Avenue D, Snohomish, WA 98290, 360-563-7285, darryl.pernat@sno.wednet.edu; Section 504 Coordinator and Harassment, Intimidation and Bullying – Shawn Stevenson, 1601 Avenue D, Snohomish, WA 98290, 360-563-7282, shawn.stevenson@sno.wednet.edu.*

---