

Marketing Career Pathway

Elementary School Course			
034390 – Keyboarding/Computers			
Middle School Course			
991010 – Exploring Business Careers			
High School Supporting Courses			
034322 – Business Math			
040007 – Salesmanship			
040008 Business – Administration			
040010 – Business Ownership & Management			
040012 – Free Enterprise/Economics			
040015 – Internet Marketing			
040016 – International Marketing			
Courses within the Designated Career Pathway			
Marketing Pathway		Hospitality and Tourism Pathway	
40001	Marketing, Fundamentals of	40014	Sports and Entertainment Marketing
40002	Marketing, Advanced	40017	Travel and Tourism
40005	Management	40018	Hospitality Management
40006	Retailing		
40009	Advertising		
40011	Entrepreneurship		
40013	Fashion Merchandising		
40019	Leadership in the Workplace		
40021	Marketing Research		
40080	Supervised Marketing Employment		
40081	Supervised COE Employment		

All courses/programs include classroom/laboratory instruction and leadership training through the appropriate Career and Technical Student Organization (CTSO).