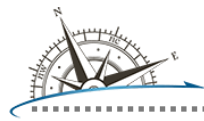


# Charting the Course

CLICK THE LINKS BELOW TO EXPLORE...



## Career Clusters

- [Agriculture, Food & Natural Resources](#)
- [Architecture & Construction](#)
- [Arts, A/V Technology & Communications](#)
- [Business Management & Administration](#)
- [Education & Training](#)
- [Finance](#)
- [Government & Public Administration](#)
- [Health Science](#)
- [Hospitality & Tourism](#)
- [Human Services](#)
- [Information Technology](#)
- [Law, Public Safety, Corrections & Security](#)
- [Manufacturing](#)
- [Marketing](#)
- [Science, Technology, Engineering & Mathematics \(STEM\)](#)
- [Transportation, Distribution & Logistics](#)

## TCE Center Programs

- [Advanced Technology Center](#)
- [Tech Center](#)

## High School Academies

- [Entrepreneurship & Business](#)
- [Global Studies & World Languages](#)
- [Governor's STEM & Technology](#)
- [Green Run Collegiate](#)
- [Health Sciences](#)
- [International Baccalaureate](#)
- [Legal Studies](#)
- [Mathematics & Science](#)
- [Visual & Performing Arts](#)

## Dual Enrollment Programs

- [Tidewater Community College \(TCC\)](#)

# Marketing

This Program of Study prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives. These include areas such as brand management, professional sales, merchandising, marketing communications and market research.



## Pathways:

- Marketing Management
- Professional Sales
- Merchandising
- Marketing Communications
- Marketing Research

Map pin denotes Virginia Beach Economic Development key industries aligned with career clusters.

# Suggested Learning Experiences

<b>Middle School Electives</b>	<ul style="list-style-type: none"> <li>• Computer Solutions, Advanced Computer Solutions and Keyboarding</li> </ul>
<b>Advanced Studies Diploma Coursework</b>	<ul style="list-style-type: none"> <li>• <b>ENGLISH:</b> Honors sequence meeting graduation requirements</li> <li>• <b>MATH:</b> Algebra I, Geometry, Algebra II or Algebra II Trigonometry, Probability &amp; Statistics and Trigonometry or AP Statistics</li> <li>• <b>SCIENCE:</b> Earth Science, Biology, Chemistry and any 4<sup>th</sup> science credit</li> <li>• <b>SOCIAL STUDIES:</b> Any sequence meeting graduation requirements</li> </ul>
<b>Standard Diploma Coursework</b>	<ul style="list-style-type: none"> <li>• <b>ENGLISH:</b> Any sequence meeting graduation requirements</li> <li>• <b>MATH:</b> Algebra I, Geometry, Algebra II or any 3<sup>rd</sup> math credit</li> <li>• <b>SCIENCE:</b> Earth Science, Biology and any 3<sup>rd</sup> science credit</li> <li>• <b>SOCIAL STUDIES:</b> Any sequence meeting graduation requirements</li> </ul>
<b>Career Coursework</b>	<ul style="list-style-type: none"> <li>• Computer Information Systems &amp; Advanced, Accounting &amp; Advanced, Virtual Enterprise, IT Fundamentals, Advanced Entrepreneurship &amp; Innovation</li> </ul>
<b>Academy/Center Programs</b>	<ul style="list-style-type: none"> <li>• <a href="#">Advanced Technology Center</a></li> <li>• <a href="#">Entrepreneurship &amp; Business Academy</a> (Kempsville High School)</li> <li>• <a href="#">Governor's STEM &amp; Technology Academy</a> (Landstown High School)</li> </ul>
<b>Industry Certifications</b>	<ul style="list-style-type: none"> <li>• MOS Access 2013, MOS Excel 2013, MOS Excel 2013 Expert 1, MOS Excel 2013 Expert 2, MOS OneNote 2013, MOS Outlook 2013, MOS PowerPoint 2013, MOS SharePoint 2013, MOS Word 2013, MOS Word 2013 Expert 1, MOS Word 2013 Expert 2, NRF Customer Service and Sales, NRF Advanced Customer Service &amp; Sales</li> </ul>
<b>Student Organizations</b>	<ul style="list-style-type: none"> <li>• <a href="#">DECA</a></li> </ul>
<b>Career Exploration/Enrichment</b>	<ul style="list-style-type: none"> <li>• <a href="#">RU Ready</a></li> <li>• <a href="#">VA Wizard for College &amp; Career Information</a></li> <li>• <a href="#">VA Career V.I.E.W. for K-8 Career Information</a></li> <li>• <a href="#">Major Clarity</a></li> </ul>
<b>Co-operative Education/Internships</b>	<ul style="list-style-type: none"> <li>• Co-op or internship recommended</li> </ul>



# Marketing

## Career Types by Pathway

HIGH SCHOOL DIPLOMA ON-THE-JOB TRAINING	CERTIFICATE/LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
<b>MARKETING COMMUNICATIONS</b>				
	Practitioners Public Relations Public Relations Society of America	Business Marketing Small Business Management	Business Administration Communication Management Marketing Public Relations	Master of Business Administration Master of Marketing
<b>MARKETING MANAGEMENT</b>				
Industry & Trade Association Programs Conferences Seminars		Business Administration Entrepreneurship Management Marketing Small Business Management	Business Administration Management Marketing	Master of Business Administration Master of Marketing
<b>MARKETING RESEARCH</b>				
	Product Vendors Professional & Technical Organizations Software Firms	Business Continued Education for Rapid Technological Advances Marketing	Business Administration Economics Information Science Information Systems Management Marketing	Master of Business Administration Master of Marketing
<b>MERCHANDISING</b>				
		Business Administration Business Marketing Merchandising Sales Customer Service Small Business Management	Business Administration Management	Master of Business Administration
<b>PROFESSIONAL SELLING</b>				
	Management	Business Business Administration Customer Service Marketing Retail Management Sales Small Business Management	Business Administration Management Marketing	Master of Business Administration Master of Marketing

Adapted from: [www.nbexcellence.org](http://www.nbexcellence.org) -  
ACPGuide1617c.pdf