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

<table>
<thead>
<tr>
<th>Middle School Electives</th>
<th>• Computer Solutions, Advanced Computer Solutions and Keyboarding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Studies</td>
<td>• ENGLISH: Honors sequence meeting graduation requirements</td>
</tr>
<tr>
<td>Diploma Coursework</td>
<td>• MATH: Algebra I, Geometry, Algebra II or Algebra II Trigonometry, Probability &amp; Statistics and Trigonometry or AP Statistics</td>
</tr>
<tr>
<td></td>
<td>• SCIENCE: Earth Science, Biology, Chemistry and any 4th science credit</td>
</tr>
<tr>
<td></td>
<td>• SOCIAL STUDIES: Any sequence meeting graduation requirements</td>
</tr>
<tr>
<td>Standard Diploma</td>
<td>• ENGLISH: Any sequence meeting graduation requirements</td>
</tr>
<tr>
<td>Coursework</td>
<td>• MATH: Algebra I, Geometry, Algebra II or any 3rd math credit</td>
</tr>
<tr>
<td></td>
<td>• SCIENCE: Earth Science, Biology and any 3rd science credit</td>
</tr>
<tr>
<td></td>
<td>• SOCIAL STUDIES: Any sequence meeting graduation requirements</td>
</tr>
<tr>
<td>Career Coursework</td>
<td>• Computer Information Systems &amp; Advanced, Accounting &amp; Advanced, Virtual Enterprise, IT Fundamentals, Advanced Entrepreneurship &amp; Innovation</td>
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<tr>
<td>Academy/Center Programs</td>
<td>• Advanced Technology Center</td>
</tr>
<tr>
<td></td>
<td>• Entrepreneurship &amp; Business Academy (Kempsville High School)</td>
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<tr>
<td></td>
<td>• Governor’s STEM &amp; Technology Academy (Landstown High School)</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>• DECA</td>
</tr>
<tr>
<td>Career Exploration/</td>
<td>• RU Ready</td>
</tr>
<tr>
<td>Enrichment</td>
<td>• VA Wizard for College &amp; Career Information</td>
</tr>
<tr>
<td></td>
<td>• VA Career V.I.E.W. for K-8 Career Information</td>
</tr>
<tr>
<td></td>
<td>• Major Clarity</td>
</tr>
<tr>
<td>Co-operative Education/</td>
<td>• Co-op or internship recommended</td>
</tr>
<tr>
<td>Internships</td>
<td></td>
</tr>
</tbody>
</table>

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

## Career Types by Pathway

<table>
<thead>
<tr>
<th>High School Diploma</th>
<th>Certificate/License</th>
<th>Associate's Degree</th>
<th>Bachelor's Degree</th>
<th>Master's/Doctoral Degree</th>
</tr>
</thead>
</table>
| **Marketing Communications**
  - Practitioners
  - Public Relations
  - Society of America
  - Business
  - Marketing
  - Small Business Management
  - Business Administration
  - Communication
  - Marketing
  - Public Relations
  - Master of Business Administration
  - Master of Marketing |

| **Marketing Management**
  - 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 |

| **Marketing Research**
  - 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 |

| **Merchandising**
  - Business Administration
    - Business
    - Marketing
    - Merchandising
    - Sales
    - Customer Service
    - Small Business Management
  - Business Administration
    - Management
  - Master of Business Administration |

| **Professional Selling**
  - Management
  - 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