

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

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



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
MARKETING COMMUNICATIONS				
	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
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 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 -
ACPGuide1617c.pdf