

Marketing Education

*Connecting
High School to College and Career*

PATHWAYS



Marketing is an expansive field that covers industries from advertising to travel and tourism, from retail to sports and entertainment, from real estate to Internet marketing. As people do everything from shopping and dating to trading stock and taking classes on the Internet e-Commerce is only going to get bigger. In fact, the social media revolution has changed the way businesses communicate with customers/consumers. The accelerated development of the Internet has made marketing a rapidly growing field. It is estimated that worldwide over 30 percent of all workers work in some area of marketing. Check out the four CTE Pathways in Marketing Education.

- > Marketing Entrepreneurship
- > Marketing Management

- > Sales and Service Marketing
- > Travel and Tourism

