

Marketing



Marketing
Utah Career and Technical Education
CAREER CLUSTER

The **Marketing** Career Cluster focuses on promoting products, understanding consumer needs, engaging with communities, and driving sales. Students will prepare for careers in integrating digital marketing, data analysis, brand promotion, customer relationship management, strategic communication, human-centered design, and retail strategies.



CAREER PATHWAYS

> Marketing

Each CTE Career Pathway culminates in an industry recognized credential of value.

FACTS

- > Nationwide, employment of advertising, promotions, and marketing managers is projected to grow 8 percent through the year 2033.¹
- > According to the Utah Economic Council, the digital marketing industry in Utah is rapidly growing, with an average annual growth rate of 9.3 percent, outpacing other sectors.
- > Utah's Silicon Slopes is driving the need for skilled digital marketers to support businesses in marketing strategy, content creation, social media management. Job applicants who have solid marketing skills will have an edge on the competition.
- > In Utah, employment of a market research analyst and a marketing specialist is projected to grow 3.1 percent through the year 2032.²
- > Promotion of "The Mighty Five" is one of Utah's most successful advertising campaigns that has attracted a record number of visitors to Arches, Canyonlands, Zion, Bryce, and Capitol Reef national parks.

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*
² Utah Department of Workforce Services

“The skills I learned in CTE helped me to excel in one of the top advertising programs in the United States.”

Participation in and completion of a CTE Career Pathway will provide you with the academic knowledge and technical skills to successfully compete in a global economy. Learn about Career and Technical Education and the **Marketing Career Cluster** at UtahCTE.org.