

MARKETING



 **CTE** Learning that works for Utah

DISCOVER AND **EXPLORE** what you will learn by participating in one of the following **CAREER PATHWAYS**:

Marketing Career Pathway

Prepares students with the knowledge and skills to effectively market a product through learning the importance of market research, price, placement, and promotion. This Pathway can lead to careers such as digital marketing, marketing strategy, advertising, sales, brand management, public relations, etc.

“I wanted to learn more about the retail industry, so I chose a marketing CTE Pathway which required classes that would help me learn more about owning a business. This experience prepared me for my future career goals by teaching me how to have a successful small business by not only providing a unique product, but by also marketing that product in an attractive setting.”

Aria