



# MONTANA CAREER PATHWAYS

## Career and Technical Education



**Area of Study: Business and Marketing Education**

### Career Pathway: Marketing

**Get the Facts**  
The Marketing Career Pathway provides opportunities for students to learn and experience how the marketing process seeks to establish and satisfy the needs and wants of individuals who buy goods, services and ideas. Businesses of all types, including non-profit organizations, use marketing in their local, national and global operations to move products and services from their origin to the end-user.

**Workforce Trends**  
Marketing careers includes the use of creative skills in advertising, public relations, sales, and planning. Marketing careers include those in the areas of marketing management, professional sales, merchandising, marketing communications, and marketing research.

The demand for individual with marketing, sales, communication, and research skills continues to experience high demand with project job openings of 2,882 per year within the Marketing Career Pathway from 2015-2025.

CAREER AND TECHNICAL EDUCATION Recommended Pathway Courses		
Students may select individual courses for exploration or a complete Pathway for an in-depth focus		
<b>CLASS AVAILABILITY MAY VARY AT YOUR SCHOOL</b>		
Course #	Foundation Courses (required)	Credit
10004	Computer Applications	.50/1.0
12053	Entrepreneurship	.50/1.0
12104	Accounting	.50/1.0
12165	Principles of Marketing	.50/1.0
<b>Elective Courses</b>		
10201	Web Page Design	.50
11151	Digital Media Technology	.50
12009	Business Communications	.50
12052	Business Management	.50
12054	Business Law	.50
12056	International Business and Marketing	.50
12159	Marketing—Hospitality/Tourism	.50
12163	Sports and Entertainment Marketing	.50
12166	Marketing Management	.50
12151 or 12001	Marketing Career Exploration or Business/Office Career Exploration	.50
12053	Entrepreneurship	.50
12198 or 12998	Workplace Experience (Marketing or Business & Marketing)	.50
<b>Foundation courses taken beyond the required credits can be used as elective credit.</b>		<b>2.0 credits for completion</b>
<b>Additional CTE Credits are recommended for Pathway completion</b>		

**Careers in Marketing are:**

- High demand

**Career Examples**

- Account & Sales Manager
- Brand Manager
- E-Commerce Director
- Entrepreneur/Small Business Owner
- Global Marketing Manager
- Graphic Designer/Webmaster
- Hospitality & Tourism Director
- Marketing/Communications Director
- Multimedia Production
- Retail/Sales Associate
- Social Media Manager

According to the Montana Department of Labor and Industry, the average median hourly wage for occupations within the Marketing Career Pathway is \$31.04.

State Graduation Requirements		Suggested High School Plan of Study				College and Career
High School <i>Administrative Rules of Montana 10.55.905</i>		9th Grade Suggested	10th Grade Suggested	11th Grade Suggested	12th Grade Suggested	<b>Beyond High School</b>
<b>English/Language Arts</b>	<b>4.0</b>	English 9 1.0	English 10 1.0	English 11 1.0	English 12 1.0	There are many options for education and training beyond high school, depending on your career goals. <ul style="list-style-type: none"> <li>• Certificate</li> <li>• Associate degree</li> <li>• Bachelor's degree</li> <li>• Professional degree</li> <li>• On-the-job training</li> <li>• Apprenticeship</li> <li>• Military training</li> </ul> For more information on salary projections, labor market demand, and training options, visit <a href="http://lmi.mt.gov">lmi.mt.gov</a> .
<b>Mathematics</b>	<b>2.0</b>	Math* 1.0	Math* 1.0	Math* 1.0	Math* 1.0	
<b>Social Studies</b>	<b>2.0</b>	Social Studies* .50/1.0	Social Studies* .50/1.0	U.S History 1.0	U.S. Government 1.0	
<b>Science</b>	<b>2.0</b>	Earth Science 1.0	Biology 1.0	Science Elective*		
<b>Health Enhancement</b>	<b>1.0</b>	P.E./Health* .50	P.E./Health* .50	P.E./Health Electives*		
<b>Arts</b>	<b>1.0</b>	Arts Courses* 1.0				
<b>Career and Technical Education</b>	<b>1.0</b>	Pathway Foundation Course .50/1.0	Pathway Foundation Course .50/1.0	Pathway Elective Course .50/1.0	Pathway Elective Course .50/1.0	
<b>Work-Based Learning</b>		Participation in a Pathway-related work-based learning experience				
<b>Career and Technical Student Organization</b>		Business Professionals of America/DECA				
<ul style="list-style-type: none"> <li>• *Talk to your school counselor about requirements in the core curriculum. Core curriculum and elective requirements vary district to district.</li> <li>• Many CTE courses may qualify for dual enrollment credit, which in some cases may earn up to 1.0 credit toward Pathway completion. Talk to your school counselor about availability.</li> </ul>		<ul style="list-style-type: none"> <li>• Dual enrollment course offerings vary by school and district.</li> <li>• Many Montana post-secondary programs accept high school courses toward a two- and four-year degree through dual enrollment. Check with post-secondary campuses for details.</li> </ul>				