



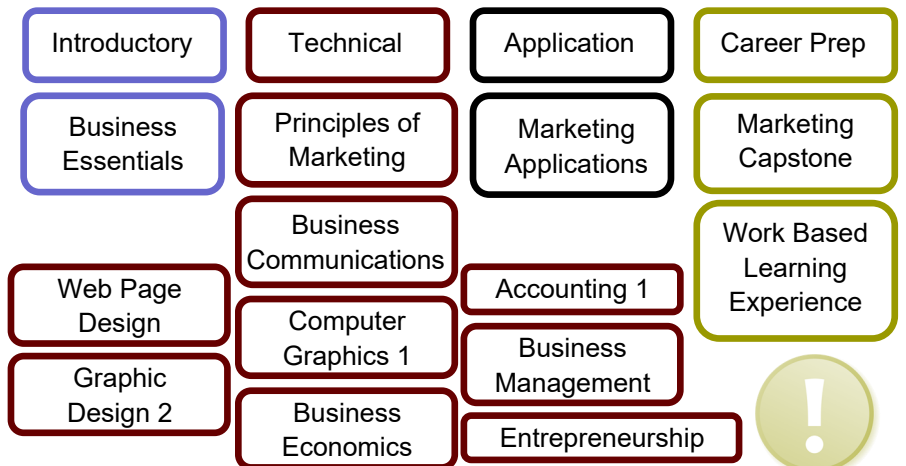
Marketing



The Marketing pathway prepares learners for a career in planning, managing, and marketing activities within an organizational setting. Students learn technical skills such as brand management, professional sales, merchandising, marketing communications, and market research. This pathway transfers across multiple career fields as well as teaching invaluable life skills for prospective small business ventures.

Career	Required Education	2019 Median Pay
Animator	Bachelors	\$75,270
Announcer	Training	\$39,790
Editor	Bachelors	\$61,370
Fashion Designer	Bachelors	\$73,790
Graphic Designer	Bachelors	\$52, 110
Marketing Mgr	Bachelors	\$135,900
Photographer	Training	\$36,280
Public Relations	Bachelors	\$61,150
Reporter	Bachelors	\$46,270
Technical Writer	Bachelors	\$72,850
Web Developer	Associates	\$73,760

Course Levels



Supporting Classes:

21st Cent. Journalism Design Fund. Psychology
 American Govt. Graphic Design Speech
 Debate Human Rights World Language



J.C. Harmon
High School



Washington
High School



F.L. Schlagle
High School



Wyandotte
High School

