The Marketing, Sales and Service Career Cluster consists of five pathways: marketing management; professional sales; merchandising; marketing communications and marketing research. Students in high school and postsecondary programs are preparing for careers in planning, managing and performing marketing activities to reach organizational objectives. Some examples of careers include customer service representatives, store managers and public relations managers.

25,009 enrollments in High School programs

+ 1,624 enrollments in Middle School programs

= 26,663

Top High School Programs

Marketing, Management and Entrepreneurial Principles (6,118)
Customer Service Representative (5,603)
Entrepreneurship (5,209)
Sports, Recreation, and Entertainment Marketing (4,180)
Fashion Marketing (998)

Microsoft Office Specialist (MOS) Bundle
Certified Internet Web (CIW) Internet Business
Adobe Certified Associate (ACA) - InDesign
Quickbooks Certified User
Adobe Certified Associate (ACA) - Photoshop

Top Certifications Earned by K-12 Students

Sample of Local Articulation Pathway to College

Entrepreneurship Program
Articulates 3 credits
Marketing Management A.S. Degree
$320.52 in State College Tuition Savings

Notes: Based on 2018-19 data. Postsecondary enrollment is limited to district programs and includes dual enrollment students. Enrollment outlook is based on the 2019-20 Statewide Demand Occupations List.