

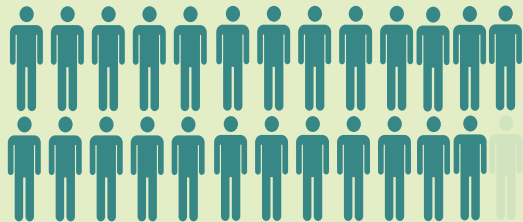


Marketing, Sales & Service

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.

2018-19

25,009
enrollments in High School programs



+

1,624
enrollments in Middle School programs



=

26,663

= 1,000

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)

Top Certifications Earned by K-12 Students



Sample of Local Articulation Pathway to College



*Articulation in this career cluster varies per local institution.