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

= 26,633

Top High School Programs

- Marketing, Management & Entrepreneurial Principles (6,118)
- Customer Service Representative (5,603)
- Entrepreneurship (5,209)
- Sports, Recreation & Entertainment Marketing (4,180)
- Fashion Marketing (988)

Top Certifications Earned by K-12 Students

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

Articulation Pathway to College

- Entrepreneurship Program
- Articulates 3 credits
- Marketing Management A.S. Degree

$320.52 in State College Tuition Savings

*Articulation in this career cluster varies per local institution.

Notes: Based on 2019-2020 data. Postsecondary enrollment is limited to district programs and includes dual enrollment students.