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.

**SECONDARY**

**ENROLLMENT**

34,884
Enrollments in High School Programs

+ 2,402
Enrollments in Middle School Programs

= 37,286

**TOP CERTIFICATIONS EARNED BY K-12 STUDENTS**

1ST
Entrepreneurship & Small Business

2ND
Certified Internet Web (CIW) Social Media Strategist

3RD
Master Entrepreneurship Certification

**TOP HIGH SCHOOL PROGRAMS**

Marketing, Management and Entrepreneurial Principles (9,860)

Entrepreneurship (8,008)

Customer Service Representative (6,532)

Sport, Recreation, and Entertainment Marketing (4,697)

Fashion Marketing (2,346)

**ARTICULATION PATHWAY TO COLLEGE**

Salesforce Certified Administrator

Articulates 3 credits

Marketing Management A.S. Degree

$320.70 in State College Tuition Savings
COLLEGE SYSTEM ENROLLMENT

1,708 Enrollment

11 Colleges

45% Associate in Science
42% College Credit Certificate
13% Career Certificate

TOP PROGRAMS

Marketing Management (AS) (626)
Entrepreneurship (CCC) (337)
Real Estate Sales Agent (CAR) (213)
Digital Marketing Management (CCC) (199)
Fashion Merchandising (AS) (149)

Notes: Based on 2021-2022 data.