

2023-24

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.

SECONDARY

ENROLLMENT

64,983


Students Enrolled in High School Programs



+ 5,821

Students Enrolled in Middle School Programs



 = 10,000

=

70,804

TOP CERTIFICATIONS EARNED BY K-12 STUDENTS

1ST

Entrepreneurship & Small Business

2ND

Master Entrepreneurship Certification

TOP HIGH SCHOOL PROGRAMS

1. Entrepreneurship (22,756)
2. Marketing, Management and Entrepreneurial Principles (19,174)
3. Customer Service Representative (7,017)
4. Sport, Recreation, and Entertainment Marketing (5,843)
5. Business Ownership (4,850)

ARTICULATION PATHWAY TO COLLEGE

Apple Certified Pro (ACP) - Final Cut Pro X

Articulates 8 credits

Radio and Television Broadcasting A.A. Degree

\$854.24 in State College Tuition Savings

POSTSECONDARY

DISTRICT POSTSECONDARY ENROLLMENT

7

Students Enrolled

1

District



TOP CERTIFICATIONS

1ST

Entrepreneurship
& Small Business

2ND

Master
Entrepreneurship

TOP PROGRAM

1. Distribution and Logistics Management (CAR) (7)

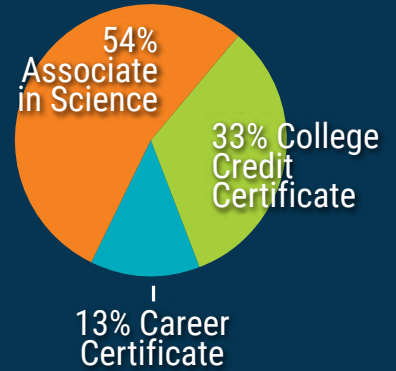
COLLEGE SYSTEM ENROLLMENT

1,875

Students Enrolled

10

Colleges



TOP PROGRAMS

1. Marketing Management (AS) (883)
2. Digital Marketing Management (CCC) (236)
3. Real Estate Sales Agent (CAR) (229)
4. Entrepreneurship (CCC) (203)
5. Fashion Merchandising (AS) (133)

EMPLOYMENT OUTLOOK

HIGH WAGE

\$43.77

Per Hour Mean Wage

Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

ANNUAL OPENINGS

10,845

Annual Openings

First-Line Supervisors of Retail Sales Workers*

HIGH GROWTH

1.54%

Annual Growth Rate

Marketing Managers*

* Indicates data sourced from the Florida College System (FCS) Employment Data