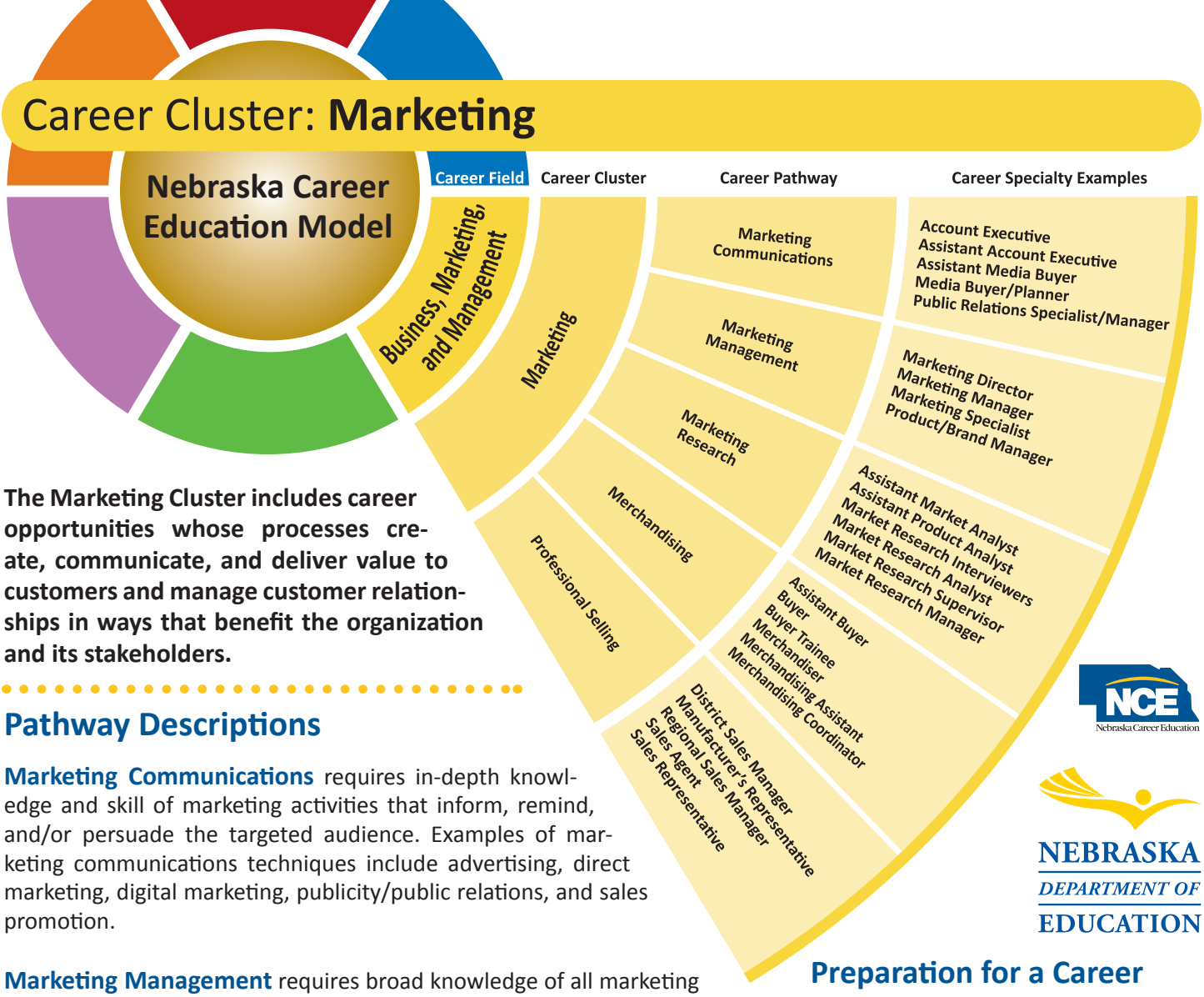
Career Cluster: **Marketing**



The Marketing Cluster includes career opportunities whose processes create, communicate, and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

Pathway Descriptions

Marketing Communications requires in-depth knowledge and skill of marketing activities that inform, remind, and/or persuade the targeted audience. Examples of marketing communications techniques include advertising, direct marketing, digital marketing, publicity/public relations, and sales promotion.

Marketing Management requires broad knowledge of all marketing functions. These functions are channel management, marketing-information management, pricing, product/service management, promotion, and selling. The cornerstone curriculum of the Marketing Management Pathway can be augmented with contextual skills and understanding in such areas as sports marketing, fashion marketing, food marketing, global marketing, etc.

Marketing Research requires in-depth knowledge of marketing activities that involve determining information needs; designing data-collection processes, collecting data, analyzing data, presenting data, and using data for marketing planning.

Merchandising requires in-depth knowledge of marketing activities focused on efficient and effective product planning, selection, and buying for resale.

Professional Selling requires in-depth knowledge of marketing and management activities performed to determine customer needs/wants and respond through planned, personalized communication to influence purchase decisions and enhance future business operations.

Preparation for a Career in this Cluster Includes...

Nebraska Career Education Coursework

- Intro to Business, Marketing & Management
- Personal Finance
- Marketing
- Entrepreneurship
- e-Business
- Management & Leadership
- Fashion Marketing

Extended Learning

- Class fundraisers
- DECA
- Future Business Leaders of America (FBLA)
- Manage a school store
- Student Government
- Join Junior Achievement
- Participate in youth leadership programs
- Start a business
- Visit the Chamber of Commerce

- Job shadow professionals
- Participate in internships
- Secure part-time employment
- Volunteer in this career area

For additional Career Cluster Information visit: www.nebraskacareerconnections.org.

NCE Nebraska Career Education

NEBRASKA DEPARTMENT OF EDUCATION

Postsecondary Options: **Marketing**

Students preparing for a career in the Marketing Career Cluster have a variety of postsecondary options. Education and training can be obtained through on-thejob training, technical colleges, two-year community colleges, four-year colleges/universities, and apprenticeship programs. They can enter programs leading to a certificate or a degree at the associate, baccalaureate, or advanced degree level. The table below shows examples of postsecondary Marketing, Sales, and Service programs of study organized by pathway.

	High School Diploma On-the-Job Training	Certificate/License	Associate's Degree	Bachelor's Degree	Master's/Doctoral Professional Degree
Marketing Communications		Practitioners Public Relations Public Relations Society of America	Business Marketing Small Business Management	Business Administration Communications Management Marketing Public Relations	Master of Business Administration Master of Marketing
Marketing Management	Industry and Trade Association Programs Conferences Seminars		Business Administration Entrepreneurship Management Marketing Small Business Management	Business Administration Management Marketing	Master of Business Administration Master of Marketing
Marketing Research		Product Vendors Professional and Technical Organizations Software Firms	Business Continued Education for Rapid Technological Advances Marketing	Business Administration Economics Information Science Information Systems Management Marketing	Master of Business Administration Master of Marketing
Merchandising			Business Administration Business Marketing Merchandising Sales Customer Service Small Business Management	Business Administration Management	Master of Business Administration
Professional Selling		Management	Business Business Administration Customer Service Marketing Retail Management Sales Small Business Management	Business Administration Management Marketing	Master of Business Administration Master of Marketing

For additional information on the Marketing Career Cluster please contact:

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