



Business Administration in MARKETING Regional Career Pathway

NEW North

Bowler High School 2023-2024



EXPLORE: Click on the links to find the job titles that seem most interesting to you to learn more! Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP) later on.

Educational Level May also require work experience	Sales & Merchandising	Communications	Research
High School Diploma, Certification	<p> Customer Service Representative *○ Retail Salesperson ○ Inside Sales *○ Online Merchant * Product Demonstrator </p> <p>Range \$21,690-51,620</p>	<p> Social Media Content Creator/Influencer * Mobile Application Development Assistant * Customer Service Representative ○ Radio & Television Announcers </p> <p>Range \$23,900-103,900</p>	<p> Marketing Research Assistant * </p> <p>Range \$35,380-127,460</p>
Certification or Technical Diploma	<p> Sales Representative *○ Real Estate Sales Agent ○ Visual Merchandiser ○ </p> <p>Range \$26,480-97,790</p>	<p> Social Media Specialist * Media Buyer ○ Graphic Design </p> <p>Range \$26,200-124,030</p>	<p> Search Engine Specialist * Data/Scientist Mining * Business Analysis </p> <p>Range \$35,380-127,410</p>
Associate Degree	<p> Customer Service Manager * Sports Marketer ○ Event Planner ○ Marketing Coordinator * </p> <p>Range \$42,660-118,060</p>	<p> Social Media Manager * Digital Marketing Specialist *○ Public Relations Specialists ○ </p> <p>Range \$35,370-122,810</p>	<p> Search Marketing Strategists * Marketing Research Specialist * Consumer Insights Consultant * </p> <p>Range \$35,380-127,410</p>
Bachelor Degree and beyond	<p> Sales Manager Purchasing Manager ○ Fundraiser *○ Marketing Manager </p> <p>Range \$61,670-179,240</p>	<p> Advertising and Promotions Manager Brand Managers * Public Relations and Fundraising Managers * Marketing Instructor </p> <p>Range \$63,430-180,010</p>	<p> Marketing Research Analyst *○ Operations Research Analyst ○ Consumer Insights Manager * </p> <p>Range \$47,810-120,580</p>
Postsecondary Options	Click HERE for Sales & Merchandising Postsecondary Options	Click HERE for Communications Postsecondary Options	Click HERE for Research Postsecondary Options

* **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!
 ○ **XELLO** = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)



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Your Academic and Career Plan (ACP) for this career pathway starts here...

Use this page to figure out which classes and activities you will take to prepare for this career pathway. Record your plan in XELLO.

Career and Technical Education Courses	Must include a sequence of at least TWO Career and Technical Education courses. Should align with Education Building Blocks for the pathway: <ul style="list-style-type: none"> • NTC Marketing Principles • NTC Social Media Marketing 		Start creating your professional network through CAREER EXPLORATION PROGRAMS . Record your experiences in XELLO.
Other Recommended Courses	<ul style="list-style-type: none"> • Accounting I • Accounting II • Business Law 		Statewide: You can find the list of career exploration programs associated with this pathway and develop a program list specific to your region or school. <ul style="list-style-type: none"> • Inspire WI • Job Shadow/Internship • Youth Apprenticeship • Arts AV Apprenticeship
Career and Technical Student Organization			
Work-Based Learning Options	<ul style="list-style-type: none"> • Youth Apprenticeship- Finance & Marketing (450 hrs/year; 1-2 years) 		
Industry Recognized Credential Options <i>Italics = must be 18 years old to obtain</i>	Administrative Support		Business Management
College Credit Opportunities You can find the list of college credit opportunities included in the postsecondary options for this pathway HERE .	College Courses Offered at Your High School		
	Transcripted Credit <ul style="list-style-type: none"> • Marketing Principles - NTC • Social Media Marketing - NTC 	AP and/or IB Courses	
	College Courses You Can Take at a College Campus Application Deadlines: October 1st: Spring Courses February 1st: Summer Courses (ECCP only) March 1st: Fall Courses		
	Start College Now	Early College Credit Program	