



# Business Administration in **MARKETING** Career Pathway

## NEW North

### Oconto Falls High School - 2022-2024



**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.

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



# Business Administration in MARKETING Career Pathway at Oconto Falls High School



**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.

<b>Career and Technical Education Courses</b>	Must include a sequence of at least TWO Career and Technical Education courses. Should align with <a href="#">Education Building Blocks</a> for the pathway: <ul style="list-style-type: none"> <li>• Business Concepts</li> <li>• Marketing</li> <li>• Yearbook Production</li> <li>• Retail Management (22-23)</li> </ul>		Start creating your professional network through <b>CAREER EXPLORATION PROGRAMS</b> . Record your experiences in XELLO.
<b>Other Recommended Courses</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Career Success</li> <li>• Personal Finance</li> <li>• Computer Literacy</li> </ul>		Statewide: You can find the <a href="#">list of career exploration programs</a> associated with this pathway and develop a program list specific to your region or school. <ul style="list-style-type: none"> <li>• <a href="#">Inspire WI</a></li> <li>• <a href="#">Job Shadow/Internship</a></li> <li>• <a href="#">Youth Apprenticeship</a></li> <li>• <a href="#">Arts AV Apprenticeship</a></li> </ul> Local: <ul style="list-style-type: none"> <li>• Northwoods YA Employability Skills Event</li> </ul>
<b>Career and Technical Student Organization</b>	<ul style="list-style-type: none"> <li>• FBLA</li> </ul>		
<b>Work-Based Learning Options</b>	<ul style="list-style-type: none"> <li>• <a href="#">Youth Apprenticeship</a> - Marketing Pathway (450 hours per year)</li> </ul>		
<b>Industry Recognized Credential Options</b>  <i>Italics = must be 18 years old to obtain</i>	<b>Administrative Support</b>  MOS (Microsoft Office Specialist) - Word MOS (Microsoft Office Specialist) - PowerPoint MOS (Microsoft Office Specialist) - Excel	<b>Business Management</b>	
<b>College Credit Opportunities</b>  You can find the list of college credit opportunities included in the postsecondary options for this pathway <a href="#">HERE</a> .	<b>College Courses Offered at Your High School</b>		
<b>Transcripted Credit</b> <ul style="list-style-type: none"> <li>• Marketing I</li> </ul>		<b>AP and/or IB Courses</b>	
<b>College Courses You Can Take at a College Campus</b>			
Application Deadlines: October 1st: Spring Courses      February 1st: Summer Courses (ECCP only)      March 1st: Fall Courses			
<b>Start College Now</b>		<b>Early College Credit Program</b>	