



Marketing Management

Marketing, Distribution, & Logistics

JOB OUTLOOK

Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2021 to 2031, faster than the average for all occupations.

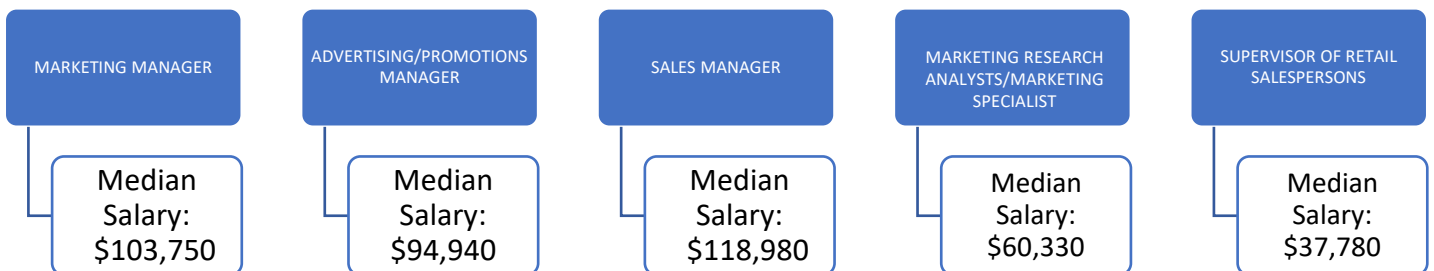
About 35,300 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.



OCCUPATION PROFILE

Marketing managers will continue to be in demand as organizations use marketing campaigns to maintain and expand their market share. These managers will be sought after for their advice on crafting pricing strategies and finding new ways to reach customers.

The continued rise of electronic media will result in decreasing demand for print advertisements. However, the demand for advertising and promotions managers is expected to be concentrated in industries that rely on these workers to create digital media campaigns that target customers through the use of websites, social media, or live chats.



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Memphis-Shelby County Schools



ROAD MAP TO SUCCESS

PROGRAM OF STUDY PROFILE

The Marketing Management program of study will prepare you for a career through developing a range of skills and abilities in a corporation. The primary duty of marketing managers in a corporation is to increase sales and profitability through market analytics and this program of study prepares students to do this through standards in market segmentation, market research, and an in-depth look at all the facets of marketing. Students have the option of three areas of specialization – advertising and public relations, retail operations, or event planning and management – for their capstone course, all of which lead to great career options in Tennessee or nationwide.

CAREER PATHWAY

SECONDARY EDUCATION

- * Introduction to Business & Marketing
- * Marketing and Marketing I: Principles
- * Marketing and Management II: Advanced Strategies
- * Advertising and Public Relations
- * Retail Operations
- * Event Planning & Management

CERTIFICATIONS

- * Customer Service
- * Retail Management
- * Retail Professional

ASSOCIATES

- * A.A. Marketing
- * A.S. Marketing

BACHELORS

- * B.B.A. Marketing
- * B.S. Marketing
- * B.B.A. Marketing Management

MSCS PARTICIPATING SCHOOLS: Adolescent Parenting Center, Germantown HS, & White Station HS

LOCAL EMPLOYERS: Archer Malmo, Bluff City Marketing, CAISSA Public Strategy, Cumulus Radio, Oden: B2B Marketing Agency, Three (i) Creative Communications