Marketing Management

Marketing, Distribution & Logistics

**How to use this document as a marketing material:**

* Update header/footer with information.
* Share with parents, students, administrators

**IDEAS to include:**

* Add district/school CTE logo
* Add a second page to highlight course enrollment, CTSO achievements, and/or WBL opportunities.

**Be sure to delete this box before printing/sharing!**

OCCUPATION PROFILE

Careers in marketing management integrate skills in marketing development and strategy, data analysis, campaign design, pricing strategies, and consumer analysis. The top marketing occupations interconnect—for example, marketing managers, including public relations and fundraising managers, rely on market and consumer data from marketing research analysts to help them identify target markets, plan advertising campaigns, and oversee product development. Advertising sales agents then use this information to locate customers, develop promotions, and sell products.

JOB OUTLOOK

Advances in marketing, particularly digital marketing, continue to create a need for marketing professionals, with the overall employment of advertising, promotion, and marketing managers projected to grow 6% by 2029, according to the Bureau of Labor and Statistics. In Tennessee, the job outlook is even more favorable through 2028, particularly for Marketing Analysts/Specialists and Public Relations and Fundraising Managers, with projected job growth of 24% and 15% respectively.

**2018 ESTIMATED EMPLOYMENT**

7,216

**Market Research Analysts/Specialists**

Median Salary: $55,410

**Marketing Managers**

Median Salary: $105,460

**Sales Managers**

Median Salary: $103,620

**Public Relations Specialists**

Median Salary: $60,030

**Advertising Sales Agents**

Median Salary: $46,510

**2018 ESTIMATED EMPLOYMENT**

4,114

**TOTAL EMPLOYMENT CHANGE**

527

**2018 ESTIMATED EMPLOYMENT**

2,269

**2018 ESTIMATED EMPLOYMENT**

2,119

**2018 ESTIMATED EMPLOYMENT**

9,5504,114

**2028 PROJECTED EMPLOYMENT**

4,641

**TOTAL EMPLOYMENT CHANGE**

733

**2028 PROJECTED EMPLOYMENT**

7,949

**TOTAL EMPLOYMENT CHANGE**

277

**2028 PROJECTED EMPLOYMENT**

2,546

**TOTAL EMPLOYMENT CHANGE**

113

**2028 PROJECTED EMPLOYMENT**

2,232

**TOTAL EMPLOYMENT CHANGE**

2,329

**2028 PROJECTED EMPLOYMENT**

11,879

**PROGRAM OF STUDY PROFILE**

The Marketing Management program of study prepares students to use marketing strategies, analytics, campaigns, and consumer trends to develop and implement marketing policies and programs for organizations and brands. Courses focus on concepts in business, the marketing mix, market research, product development, social media, advertising and promotional concepts, and branding.



**STUDENT ENROLLMENT ANALYSIS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Introduction to Business & Marketing | Marketing and Management I: Principles | Marketing and Management II: Advanced Strategies | Advertising and Public Relations |
| 2017-18 | 10,501 | 6,508 | 2,338 | 675 |
| 2018-19 | 9,420 | 6,250 | 2,264 | 777 |
| 2019-20 | 10,496 | 6,079 | 1,836 | 551 |

**Career Pathway**

**Early & Middle Grade Opportunities**

* Keyboarding
* Career Exploration
* Computer Applications

**Secondary Grade Opportunities**

* Introduction to Business & Marketing
* Marketing and Management I: Principles
* Marketing and Management II: Advanced Strategies
* Social Media & Analytics
* Advertising and Public Relations
* Retail Operations
* Event Planning & Management
* CTSO
* Work-based Learning

**Career Opportunities**

* Market Research Analysts/Specialists
* Marketing Managers
* Sales Managers
* Public Relations Specialists
* Advertising Sales Agents

**Postsecondary Opportunities**

**Certificate:** Customer Service Certificate

Retail Management Certificate

Retail Professional Certificate

**Associates Degree:** A.A. Marketing

A.S. Marketing

**Bachelor’s degree:** B.B.A. Marketing

B.S. Marketing

B.B.A. Marketing Management