



Marketing & Sales

Comprehensive Career Cluster Review (C3R)

Postsecondary, Workforce, CTE, and Military Readiness | Spring 2025

Comprehensive Career Cluster Review (C3R)

The comprehensive career cluster review (C3R) is the intentional review of career and technical education (CTE) programs and the course standards within each program to ensure students have up-to-date course standards aligned to postsecondary and career needs. Each career cluster is reviewed annually with input from the state-wide advisory councils comprised of postsecondary partners, industry partners, and secondary CTE teachers. Advisory council meetings allow the stakeholders to engage in dialogue and discuss current needs, emerging trends, and necessary course revisions to course standards. Advisory council input could potentially lead to new or retired programs of study, new courses or retired courses, or revised course standards within existing courses, if necessary. The collaborative engagement ensures students receive instruction on the most up-to-date and relevant course standards, so they are prepared for postsecondary and the workforce.

Marketing & Sales

This career cluster has been renamed from Marketing & Entrepreneurship to Marketing & Sales to match the updated career clusters from [Advance CTE](#), the national organization of state CTE leaders. The Marketing & Sales career cluster prepares learners for careers in planning, managing, and executing marketing strategies that align with organizational goals. This includes areas such as brand management, advertising, public relations, retail management, sales, and customer service. With the addition of Marketing Research and Analysis as a key area of focus, this cluster now also emphasizes data-driven decision-making, consumer insights, and the role of analytics in understanding and influencing market trends. A large percentage of jobs within this cluster are designated as high growth, with strong labor market demand and expanding career opportunities in both traditional and digital marketing environments.

Marketing Management

Marketing Management				
Year 1	Year 2	Year 3	Year 4	
Introduction to Business & Marketing (C12H26)	Marketing & Management I: Principles ¹ (C31H00)	Marketing & Management II: Advanced Strategies (C31H01) -or- Social Media and Analytics (C31H02) -or- SDC Principles of Marketing (C31H27)	Advertising & Public Relations (C31H03) -or- Retail Operations ¹ (C31H04) -or- Event Planning & Management (C16H12) -or- Marketing Management Practicum (C31H49) -or- WBL Marketing Management Career Practicum ² (C31H28)	
Dual Enrollment Marketing Management ³				
DE I (C31H10)	DE II (C31H11)	DE III (C31H19)	DE IV (C31H20)	DE V (C31H37)
DE VI (C31H38)	DE VII (C31H39)	DE VIII (C31H40)	DE IX (C31H41)	DE X (C31H42)
Available courses for elective credit in this cluster:				
<ul style="list-style-type: none">• JAG TN Course I (C25H20), JAG TN Course II (C25H21), JAG TN Course III (C25H22), and JAG TN Course IV (C25H09) are supplemental courses that can be offered in addition to courses within the programs of study but do not count toward concentrator status.• Preparing for the ACT, Postsecondary, and Career (G25H00) is a supplemental course that can be offered in addition to courses within the programs of study but does not count toward concentrator status.				
Footnotes				
¹ Satisfies ½ credit of Economics required for graduation.				
² May be taught for 1, 2, or 3 credits.				
³ Dual Enrollment (DE) courses can be taken in Year 1, Year 2, Year 3, or Year 4.				

Description

The *Marketing Management* program of study (POS) equips students with the skills and knowledge to thrive in careers where strategic communication and marketing initiatives drive business success. This program emphasizes the importance of conveying value through ideas, goods, and services to increase brand awareness, customer engagement, and overall profitability. Beginning with foundational business and economic principles, students progress through courses that explore the full marketing cycle—including market research, product development, pricing strategies, branding, packaging, distribution, and digital promotion.

Course content also incorporates key competencies in social responsibility, ethics, customer service, and business finance, as well as the use of data and analytics to guide decision-making. Through project-based learning, simulations, and opportunities for work-based learning and CTSO involvement, students develop real-world skills in sales, advertising, public relations, and promotional strategy.

Upon completion of this POS, students will be prepared to pursue employment or postsecondary training in roles such as marketing coordinator, retail manager, sales representative, brand strategist, or advertising specialist—launching careers in a dynamic field that values both creativity and business acumen.

Dual credit and dual enrollment opportunities may be established with local postsecondary institutions. Dual credit and dual enrollment opportunities allow high school students to earn college credits while still in high school by partnering with local postsecondary institutions. Upon successful completion of the course, students earn both high school and college credit. In addition to taking college-level courses, students may also have the option to take exams, such as Advanced Placement (AP) exams, which can also count toward college credit if they meet the required score thresholds. Through dual enrollment, students have the opportunity to accelerate their education, reduce future college costs, and gain a head start on earning a postsecondary degree or certification. Moreover, students who participate in dual credit programs often have a smoother transition to college, as they are already familiar with the demands of higher education.

This POS is primarily aligned with [Future Business Leaders of America](#) (FBLA) and [DECA](#) Career and Technical Student Organizations (CTSOs).

Job Outlook

A sizable percentage of careers within the Marketing Management pathway are projected to grow steadily in the coming years, fueled by evolving consumer behaviors, increased demand for digital marketing expertise, and the expansion of e-commerce. According to the Tennessee Department of Labor and Workforce Development, occupations such as sales managers, advertising and promotions managers, retail

supervisors, and public relations specialists are expected to maintain growth trajectories and offer competitive salaries, often exceeding the state median wage.

Marketing careers also offer significant upward mobility and are found across every industry—from entertainment and fashion to healthcare and technology—making them adaptable and future-ready. With the increasing importance of brand identity, social media engagement, and personalized customer outreach, students completing the Marketing Management program are well-positioned to pursue in-demand, high-impact roles in this dynamic career cluster.

Marketing careers incorporate talents in planning, managing, and monitoring day-to-day promotional activities; accessing, evaluating, and disseminating information; and developing, maintaining, and improving products or services. A sizable percentage of jobs in the Marketing career cluster have a bright outlook and are expected to grow rapidly in the next several years, due to ample job openings and the addition of new occupations.

Figure 1. Tennessee employment projections for Marketing Management related occupations job openings projected for 2022-2032.¹

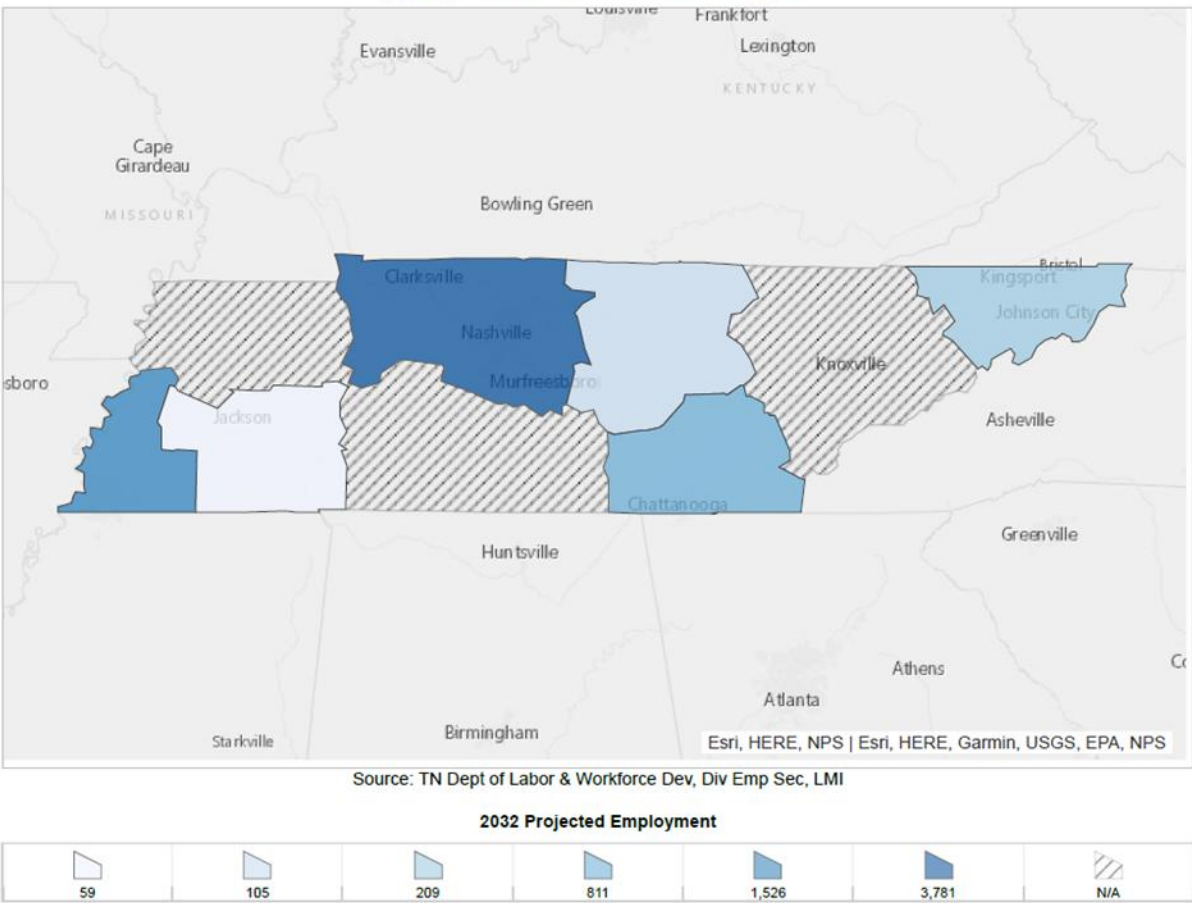
Occupation	SOC Code	Employment (2020)	Projected Employment (2030)	Projected Growth (2020-2030)	Projected Annual Job Openings (2020-2030)
Customer Service Representatives	43-4051	67,027	71,677	6%	9,780
First-Line Supervisors of Office and Administrative Support Workers	43-1011	49,111	52,453	6%	5,181
Sales Representatives, Except Advertising, Insurance, Financial Services, and Travel	41-3091	16,899	20,955	19%	2,172

¹ Tennessee Higher Education Commission. (2025). 2025 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2025/2025%20Supply%20and%20Demand%20Report.pdf>

Figure 2. Projected industry data in Tennessee²

Occupation Profile for Advertising, Public Relations, and Related in Tennessee

The map below shows the 2032 projected employment for all local workforce development areas for Advertising, Public Relations, and Related Services in Tennessee in the 2022-2032 projection period.



² Jobs4TN, Occupation Profile, <http://www.tn.gov/jobs4tn> (Visited March 19, 2025)

Program of Study Level

Tennessee Investment in Student Achievement (TISA) provides direct funding for student participation in CTE programs to drive college and career readiness outcomes. Pursuant to [T.C.A. § 49-3-105\(c\)\(2\)](#), a direct allocation amount will be generated for each student membership in a CTE program based on the rule:

1. The level of the program
 - Programs shall be designated into one (1) of three (3) levels.
 - Programs will be classified into three (3) levels based on alignment to wage-earning potential indicators and additional resources required to support the program if aligned to wage-earning potential occupational pathways.
2. The student progression in coursework through the program

CTE funding is tiered based on POS level and progression year through the program. The proposed state budget differentiates CTE funding with the lowest tier funded at \$5,000 per CTE ADM for 2025-26 school year (based on 2024-25 data). See the [CTE TISA Programs of Study Leveling Guide 2025-26](#) for the current POS levels. For more information on CTE TISA funding please see the [CTE Quick Guide](#).

Marketing Management Program: Level 2

Postsecondary Opportunities

Students interested in marketing management have access to a wide array of postsecondary options in Tennessee that support their development as creative problem-solvers and strategic thinkers. These pathways provide the academic and technical foundation for careers in marketing, sales, brand management, advertising, and related fields.

The Tennessee Colleges of Applied Technology (TCATs) offer diploma and certificate programs in areas such as Business Operations and Entrepreneurship or Small Business Management. These programs introduce students to marketing principles, customer service, merchandising, and digital promotion techniques, providing hands-on skills for entry-level roles in sales and marketing support.

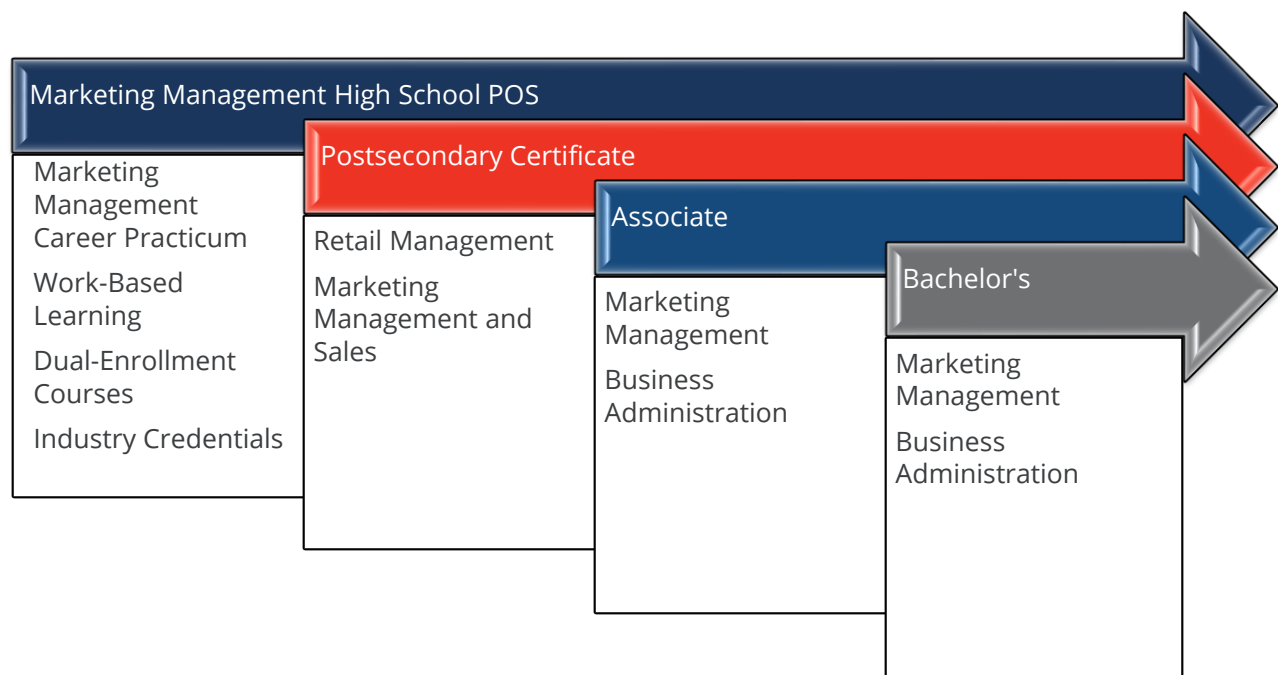
At the community college level, associate degree programs in Marketing Management or Business Administration allow students to build core competencies in consumer behavior, professional selling, marketing analytics, and promotional strategy. Coursework often includes case studies, group projects, and opportunities for internships, giving students practical experience that can be applied directly in the workforce or transferred to a university setting.

Universities across the state offer bachelor's degrees in marketing, business administration with a concentration in marketing, or integrated marketing communications. These programs expand on

foundational skills by including marketing strategy, international marketing, branding, and digital media analytics. Students may also participate in simulations, research projects, and professional organizations to deepen their industry readiness. Graduate programs in marketing, business analytics, or a master's in business administration (MBA) with a marketing focus are also available for those seeking leadership or specialized roles in the field.

These postsecondary pathways enable students to develop the expertise, critical thinking, and analytical skills needed for successful careers in marketing and sales. Whether students choose to enter the workforce immediately or pursue advanced degrees, Tennessee's robust education system ensures they have the resources and training necessary to thrive in an evolving and competitive marketing landscape. Specific information on post-secondary programs, and their anticipated costs, can be found at [College for TN](#).

Figure 3. Career-related opportunities for students in Marketing Management.³



Additional opportunities are offered at multiple postsecondary institutions as indicated in the [Tennessee Department of Labor and Workforce Dashboard](#).

High School Diploma	Certificate	Associate	Bachelor's
<ul style="list-style-type: none"> •Merchandise Displayers and Window Trimmers (\$33,811) •Sales Representatives of Services Except Advertising, Insurance, Financial Services, and Travel (\$58,374) •Customer Service Representatives (\$37,774) 	<ul style="list-style-type: none"> •Real Estate Agent (\$37,802) 	<ul style="list-style-type: none"> •First-Line Supervisors of Retail Sales Workers (\$44,908) 	<ul style="list-style-type: none"> •Marketing Manager (\$67,541) •Sales Manager (\$69,008) •Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (\$56,403)

³ Tennessee Higher Education Commission. (2025). 2025 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2025/2025%20Supply%20and%20Demand%20Report.pdf>

Current Secondary Landscape

Over the past three years, the number of schools offering Marketing Management has increased from 106 to 126 in 2023-24. The year 2 and year 3 courses specific to the Marketing Management POS have seen consistent growth over the last three years. This program may not be appropriate for schools that do not have the supporting labor market data. The figures below highlight the number of schools offering this POS, course enrollment, and number of career cluster concentrators.

Figure 4. Career Cluster Concentrators

School Year	Marketing & Sales Career Cluster Concentrators
2021-22*	4,915
2022-23*	5,574
2023-24*	7,384

*Data in table includes data from the programs of study no longer in the Marketing & Sales career cluster.

Figure 5. Open Enrollment Analysis

School Year	Schools Offering Marketing Management
2021-22	106
2022-23	102
2023-24	126

Figure 6. Student Enrollment

Course	2021-22	2022-23	2023-24
Introduction to Business & Marketing*	14,219	13,704	16,082
Marketing & Management I: Principles*	5,929	6,636	7,497
Marketing & Management II: Advanced Strategies	1,458	1,495	1,873
Social Media Analytics	1,006	1,168	1,053
Dual Enrollment Marketing Management I	28	32	34
Dual Enrollment Marketing Management II	0	0	0
SDC+ Principles of Marketing	0	0	173
Advertising and Public Relations	554	465	397
Retail Operations	693	437	604
Event Planning and Management*	562	514	608
Dual Enrollment Marketing Management III	0	0	1
Dual Enrollment Marketing Management IV	0	0	0
WBL# Marketing Management Career Practicum	0	0	656

*Course is part of more than one POS.

*Statewide Dual Credit (SDC)

#Work-Based Learning (WBL). Course began in the 2023-24 year, replacing a similar course.

Marketing Research & Analytics

Marketing Research & Analytics				
Year 1	Year 2	Year 3	Year 4	
Marketing Research & Analytics I (C31H50)	Marketing Research & Analytics II (C31H51)	Social Media and Analytics (C31H02)	Marketing Management Practicum (C31H49) -or- WBL Marketing Research & Analytics Career Practicum ¹ (C31H52)	
Dual Enrollment Marketing Research & Analytics ²				
DE I (C31H53)	DE II (C31H54)	DE III (C31H55)	DE IV (C31H56)	DE V (C31H57)
DE VI (C31H58)	DE VII (C31H59)	DE VIII (C31H60)	DE IX (C31H61)	DE X (C31H62)
Available courses for elective credit in this cluster:				
<ul style="list-style-type: none">• JAG TN Course I (C25H20), JAG TN Course II (C25H21), JAG TN Course III (C25H22), and JAG TN Course IV (C25H09) are supplemental courses that can be offered in addition to courses within the programs of study but do not count toward concentrator status.• Preparing for the ACT, Postsecondary, and Career (G25H00) is a supplemental course that can be offered in addition to courses within the programs of study but does not count toward concentrator status.				
Footnotes				
¹ May be taught for 1, 2, or 3 credits.				
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Description

The Marketing Research and Analytics POS is designed to prepare students with the analytical and strategic thinking skills necessary to collect, evaluate, and apply data-driven insights to support marketing decisions and business growth. As organizations increasingly rely on data to understand customer behavior and market trends, this program equips students to play a critical role in shaping effective marketing strategies across industries.

Coursework is sequenced to build progressively from foundational business and marketing principles to more advanced study of market research methods, data collection techniques, consumer psychology, and digital analytics tools. Students explore topics such as survey design, focus groups, observational research, segmentation analysis, and the ethical use of data in marketing. Emphasis is placed on interpreting and presenting findings in ways that inform branding, product development, pricing, and promotional strategies.

Through simulations, real-world projects, and work-based learning experiences, students develop both technical and professional skills, including data visualization, critical thinking, communication, and collaboration. Participation in Career and Technical Student Organizations (CTSOs) provides additional opportunities for skill development and leadership growth.

Upon completion of this POS, students will be prepared to pursue postsecondary training or employment in roles such as marketing analyst, consumer insights specialist, digital marketing strategist, or business intelligence associate—contributing valuable research that supports innovation, customer satisfaction, and market success.

Dual credit and dual enrollment opportunities may be established with local postsecondary institutions. Dual credit and dual enrollment opportunities allow high school students to earn college credits while still in high school by partnering with local postsecondary institutions. Upon successful completion of the course, students earn both high school and college credit. In addition to taking college-level courses, students may also have the option to take exams, such as Advanced Placement (AP) exams, which can also count toward college credit if they meet the required score thresholds. Through dual enrollment, students have the opportunity to accelerate their education, reduce future college costs, and gain a head start on earning a postsecondary degree or certification. Moreover, students who participate in dual credit programs often have a smoother transition to college, as they are already familiar with the demands of higher education.

This POS is primarily aligned with [Future Business Leaders of America](#) (FBLA) and [DECA](#) CTSOs.

Job Outlook

The demand for professionals with strong analytical skills in marketing research and data interpretation continues to rise across Tennessee and the nation. As businesses increasingly prioritize data-driven decision-making, careers in marketing analysis offer robust growth potential, competitive salaries, and opportunities across a wide range of industries.

According to the U.S. Bureau of Labor Statistics, Market Research Analysts are among the fastest-growing occupations, with a projected national growth rate of 13 percent from 2022 to 2032—much faster than the average for all occupations. In Tennessee, this occupation is also expected to experience robust growth due to rising demand in sectors like retail, healthcare, technology, and financial services. The median wage for marketing research analysts and specialists is over \$66,000, with opportunities for advancement into roles such as senior analyst, insights manager, or marketing strategist.

Marketing research and analytics careers are well-suited to students who are curious, detail-oriented, and enjoy using data to solve real-world business problems. As the marketing landscape continues to evolve with advances in digital technology, the ability to interpret and act on consumer and market data will remain a highly valued and essential skill set.⁴

Figure 1. Tennessee employment projections for Marketing Research and Analytics related occupations job openings projected for 2022-2032.⁵

Occupation	SOC Code	Employment (2022)	Projected Employment (2032)	Projected Growth (2022-2032)	Projected Annual Job Openings (2022-2032)
Market Research Analysts and Marketing Specialists	13-1161	12,350	16,096	30%	1,649
Data Scientists	15-2051	1,825	2,917	60%	249
Statisticians	15-2041	938	1,356	98%	110

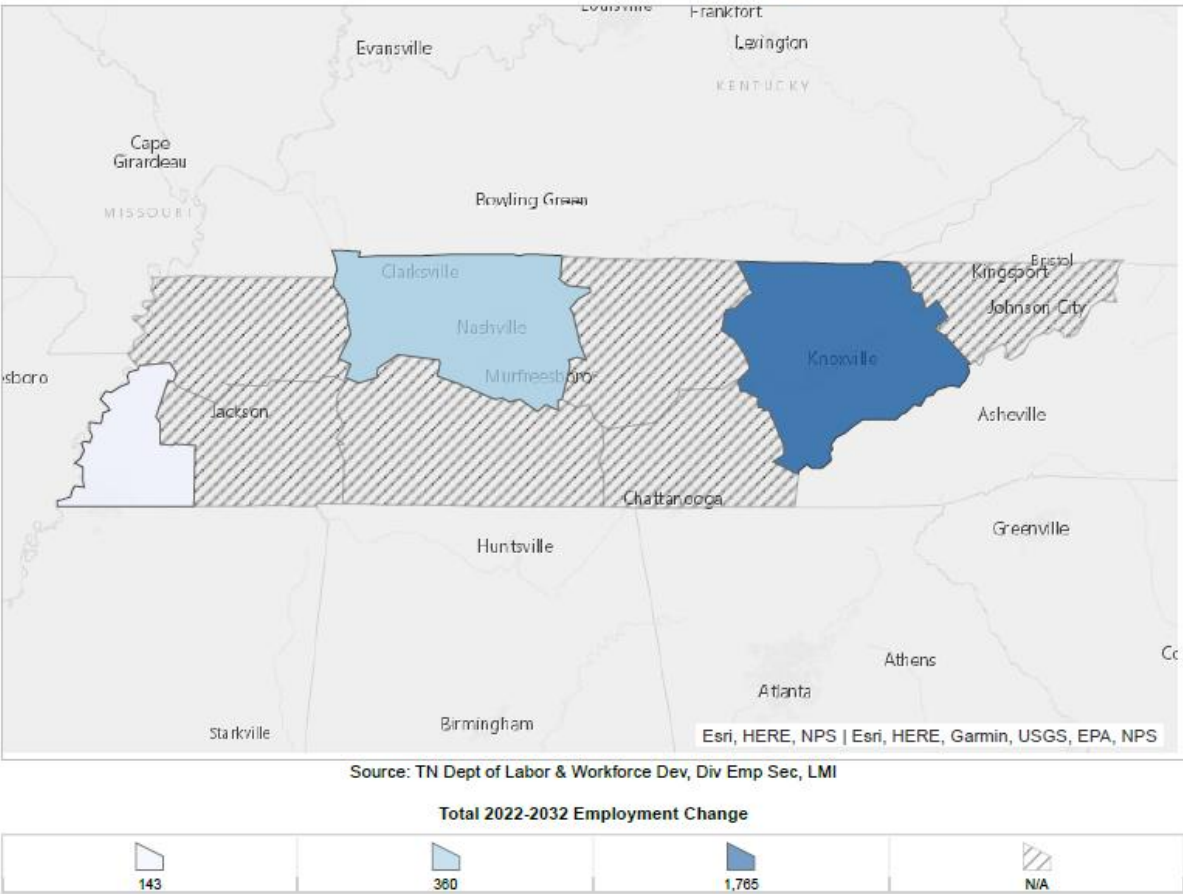
⁴ Career One Stop, U.S. Department of Labor, Online at <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Market%20Research%20Analysts%20and%20Marketing%20Specialists&onetcode=13116100&location=TN> (Visited March 25, 2025)

⁵ Tennessee Higher Education Commission. (2025). 2025 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2025/2025%20Supply%20and%20Demand%20Report.pdf>

Figure 2. Projected data area employment for in Tennessee⁶

Industry Profile for Scientific Research and Development in Tennessee

The map below shows the total 2022-2032 employment change for all local workforce development areas for Scientific Research and Development Services in Tennessee in the 2022-2032 projection period.



⁶ Jobs4TN, Occupation Profile, <http://www.tn.gov/jobs4tn> (Visited March 19, 2025)

Program of Study Level

Tennessee Investment in Student Achievement (TISA) provides direct funding for student participation in CTE programs to drive college and career readiness outcomes. Pursuant to [T.C.A. § 49-3-105\(c\)\(2\)](#), a direct allocation amount will be generated for each student membership in a CTE program based on the rule:

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Marketing Research Program: Level 2

Postsecondary Opportunities

Students with an interest in data-driven decision-making, consumer behavior, and business strategy will find a strong network of postsecondary opportunities in Tennessee to pursue careers in marketing research and analysis. These educational pathways support learners in building both technical and analytical skills required to thrive in roles focused on interpreting market trends and informing business strategies.

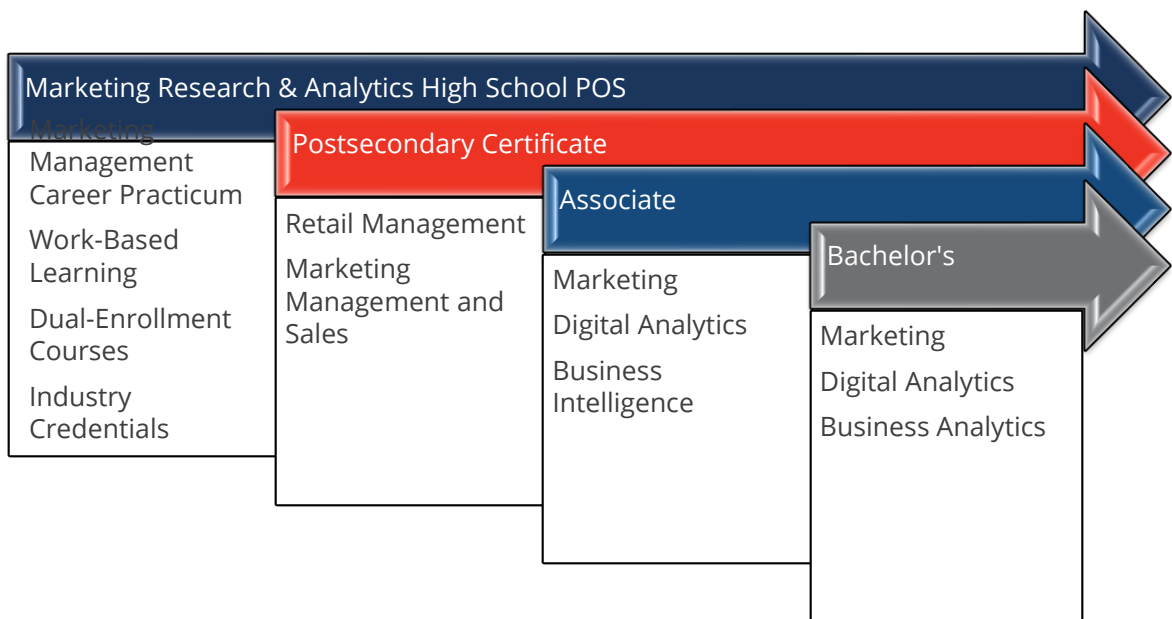
The Tennessee Colleges of Applied Technology (TCATs), located throughout the state, offer certificate and diploma programs that focus on foundational business skills, data entry, and digital tools that support research and administrative functions in marketing and business environments. These programs provide students with the essential technical knowledge and software familiarity needed for entry-level roles in data support or office administration within marketing firms.

Community colleges in Tennessee offer associate degree programs in Marketing Analytics, Business Intelligence, or Business Administration. These programs provide students with a strong grounding in market research methods, data interpretation, consumer insights, and foundational statistical analysis. Students often gain exposure to software tools used for data visualization and forecasting, while also developing skills in written and oral communication essential for reporting research findings. At the university level, students can pursue bachelor's degrees in marketing, marketing analytics, or business analytics. These programs offer in-depth coursework in quantitative analysis, customer segmentation, marketing research design, and predictive modeling. Capstone projects, internships, and

opportunities to work with real datasets are often embedded in the curriculum. For those seeking advanced expertise, master's programs in marketing analytics, data analytics, or a master's in business administration (MBA) with a concentration in marketing strategy prepare graduates for leadership roles in market research, consulting, or data science.

These postsecondary pathways enable students to develop the expertise, critical thinking, and analytical skills needed for successful careers in marketing and data analysis. Whether students choose to enter the workforce immediately or pursue advanced degrees, Tennessee's robust education system ensures they have the resources and training necessary to thrive in an evolving business and analytics landscape. Specific information on post-secondary programs, and their anticipated costs, can be found at [College for TN](#).

Figure 3. Career-related opportunities for students in Marketing Research and Analytics.⁷



Additional opportunities are offered at multiple postsecondary institutions as indicated in the [Tennessee Department of Labor and Workforce Dashboard](#).

High School Diploma	Certificate	Associate	Bachelor's
<ul style="list-style-type: none"> • Sales Representatives of Services Except Advertising, Insurance, Financial Services, and Travel (\$58,374) • Customer Service Representatives (\$37,774) 	<ul style="list-style-type: none"> • Real Estate Agent (\$37,802) 	<ul style="list-style-type: none"> • First-Line Supervisors of Retail Sales Workers (\$44,908) 	<ul style="list-style-type: none"> • Market Research Analysts and Marketing Specialists (\$63,583) • Marketing Manager (\$67,541) • Data Scientists (\$92,395)

⁷ Tennessee Higher Education Commission. (2025). 2025 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2025/2025%20Supply%20and%20Demand%20Report.pdf>

Current Secondary Landscape

Marketing Research and Analytics is a new POS, beginning in the fall of 2025. Enrollment data will be available in the fall of 2026.

References

Bureau of Labor Statistics, U.S. Department of Labor, O*Net Online, Occupation Specific Information, Online at <https://www.onetonline.org> (Visited March 19, 2025)

Career One Stop, U.S. Department of Labor, Online at <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Market%20Research%20Analysts%20and%20Marketing%20Specialists&onetcode=13116100&location=TN> (Visited March 25, 2025)

Jobs4TN, Occupation Profile, Occupation Quick Search, Employment Wage Statistics <https://jobs4tnwfs.tn.gov/> (Visited March 19, 2025)

National Center for O*NET Development. *O*NET Online*. Retrieved March 29, 2025, from <https://www.onetonline.org/>

Tennessee Higher Education Commission. (2025). 2025 Supply and Demand Report. Retrieved from <https://www.tn.gov/content/dam/tn/thec/bureau/research/other-research/supply-demand/2025/2025%20Supply%20and%20Demand%20Report.pdf>

Recommendations

The following includes recommendations for course standards changes to be presented to the State Board of Education (SBE) for consideration in August 2025.

Program of Study	Course	Recommendations
Marketing Research & Analytics		No recommendations for course standard updates since the courses will be new for 2025-26.
Marketing Management		There are no recommendations for course standards updates.