



Marketing, Sales, and Service Industry Sector

Marketing, the transfer of goods and services among businesses and consumers, affects the economy at every level. According to California occupational employment projections, retail trade will be the fastest-growing industry in the state. And the U.S. Bureau of Labor Statistics projects that sales and related occupations will add two million new jobs nationwide by 2012, growing by 12.9 percent. As businesses in America evolve to compete successfully in the global marketplace, a growing need exists for employees with business expertise and the ability to analyze and respond to emerging trends.

This sector is designed to prepare learners for careers in planning, managing, and performing marketing activities. Included are four career pathways: E-commerce, which provides instruction in using electronic tools to market products and services; Entrepreneurship, which develops skills and abilities to begin and operate a business independently or with other individuals; International Trade, which focuses on understanding the global business environment; and Professional Sales and Marketing, which builds knowledge of the sales process, sales management, and marketing information management.

Marketing, Sales, and Service Industry Sector Pathways:

- *E-commerce*
- *Entrepreneurship*
- *International Trade*
- *Professional Sales and Marketing*

Entry Level Careers

(with high school diploma)

Credit Checkers
Customer Service Representatives
Data Entry Clerk
Telemarketers
Route Salesperson
Stock Clerks, Sales Floor
Postal Service Mail Carriers
Insurance Policy Processing Clerks
Real Estate Sales Agents
Small Business Entrepreneur
Franchisee

Technical Level Careers

(with AA or AS degree or certificate)

Account Supervisor
Copywriter-Designer
E-Commerce Entrepreneur
E-Commerce Marketing Specialist
Forum Manager
Bill and Account Collectors
Credit Authorizers
Statistical Assistants
Travel Agents
Regional Sales Manager
Retail/Wholesale Buyer

Professional Level Careers

(with BS or BA degree)

Brand Manager
E-Commerce Director
Interactive Sales Engineer
Sales Agent, Financial Services
Economist
International Trade Specialist
Marketing Research Analyst
Wholesales Distribution Manager
National Account Manager



International Trade Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ International Business ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Sales Representative ▪ Shipping and Receiving Clerk ▪ Stocking and Handling Worker 	<ul style="list-style-type: none"> ▪ Route Salesperson ▪ Warehouse Manager 	<ul style="list-style-type: none"> ▪ Economist ▪ International Distribution Manager ▪ International Trade Specialist ▪ Marketing Research Analyst ▪ Wholesale Distribution Manager

Professional Sales and Marketing Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Customer Service Representative ▪ Small Business Entrepreneur ▪ Telemarketer 	<ul style="list-style-type: none"> ▪ Franchisee ▪ Marketing Manager ▪ Regional Sales Manager ▪ Retail/Wholesale Buyer 	<ul style="list-style-type: none"> ▪ Account Executive ▪ Business Teacher ▪ Chief Executive Officer ▪ National Account Manager

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)

**Visit ASSIST (www2.assist.org/browseAreas.do) for community college and UC/CSU information, and California Career Zone (www.cacareerzone.org) for occupation information.

Related Career Technical Student Organization: FBLA (<http://www.cafbla.org>) and DECA (<http://www.cadeca.org>)

Additional Industry Sector information available through Business Education Resource Consortium (<http://www.bused.org>).



E-Commerce Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Advanced Computer Applications ▪ Business Management ▪ E-Commerce Marketing ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing ▪ Web Design 	<ul style="list-style-type: none"> ▪ International Business ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Administrative Support Representative ▪ Customer Service Representative ▪ Customer Support Specialist 	<ul style="list-style-type: none"> ▪ Account Supervisor ▪ Copywriter-Designer ▪ E-Commerce Marketing Specialist ▪ Forum Manager 	<ul style="list-style-type: none"> ▪ Brand Manager ▪ E-Commerce Director ▪ E-Commerce Entrepreneur ▪ Interactive Sales Engineer ▪ Business Teacher

Entrepreneurship Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Customer Service Representative ▪ Small Business Entrepreneur 	<ul style="list-style-type: none"> ▪ Franchisee ▪ Marketing Manager ▪ Regional Sales Manager ▪ Retail/Wholesale Buyer 	<ul style="list-style-type: none"> ▪ Account Executive ▪ Business Teacher ▪ Chief Executive Officer ▪ National Account Manager

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