

Marketing



Instructor Kim Nikolai **CIP Code 52.1801**

If you are creative and have good communication skills, our Marketing Operations program will give you an edge in the competitive arena of marketing and sales.

Our four-year program will teach you the principles of marketing, wholesale and retail buying and selling, and product pricing. You will learn about channels of distribution, sales promotions, customer relations, plus how to start and manage your own marketing firm.

You'll get the chance to apply your knowledge and test your skills by helping manage our in-school store and by participating in our annual trade and prom fashion shows. Co-op experiences for senior students are available in partnership with local retailers and other businesses.

Career Pathways:

Advertising & Promotions Managers*
Marketing Managers*
Sales Managers
Wholesale & Retail Buyers
Purchasing Agents
Supervisors - Retail Sales Workers
and Non-Retail Sales Workers
Retail Salespersons
Sales Representatives
Sales Engineers*
Telemarketers

*Students will be prepared to work in these occupations. *Some job sites will require post-secondary training*

Program Entrance Recommendations:

- Skills using Microsoft Word, Excel, Outlook, PowerPoint, Publisher and OneDrive
- Customer Service Skills
- Communications Skills
- Ability to Learn Pricing
- Good Math Skills

Earn Industry Certifications:

Microsoft Office Certifications (Word, Excel, Outlook, PowerPoint, Publisher and One Drive)
OSHA 10-Hour General Industry
National Professional Certification in Customer Service and Sales
A*S*K Business Institute Fundamentals of Marketing
Advanced Customer Service and Sales
Certified Rooms Division Specialist

Earn College Credits:

PA Bureau of CTE SOAR Articulation Credits – for more information, visit <https://www.collegetransfer.net/Search/PA-Bureau-of-CTE-SOAR-Programs>

