

MARKETING EDUCATION



The mission of Marketing Education is to prepare students in marketing, finance, hospitality, and management to understand and apply marketing, management, and entrepreneurial principles; to make rational economic decisions; and to exhibit social responsibility in a global economy.

Are you interested in Marketing Education?

Consider starting with Marketing Education Elective Options:

- Principles of Marketing/Business Fundamentals
- Principles of Sports & Entertainment Marketing • Marketing I
- Social Media Marketing • Principles of Finance/Financial Literacy
- Principles of Entrepreneurship



Marketing Career Cluster

Planning, managing, and performing marketing activities to reach organizational objectives.

| Professional Sales/Merchandising/Marketing Communication Pathway | Marketing Management Pathway |
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| <p>These workers are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.</p> <ul style="list-style-type: none">• Demonstrators and Product Promoters• Real Estate Brokers• Retail Salespersons• Telemarketers• Wholesale and Retail Buyers | <p>Formulating policies and directing the operations of businesses and corporations, nonprofit institutions and other organizations.</p> <ul style="list-style-type: none">• Customer Service Representatives• Marketing Development Managers• Marketing Managers• Sales Managers• Research Marketing Strategists |
| Career Pathway Classes | Career Pathway Classes |
| <ul style="list-style-type: none">• Marketing I & II• Management/Management I & II• Sports & Entertainment Marketing• School Based Enterprise• Cooperative Work Experience• Social Media Marketing | <ul style="list-style-type: none">• Marketing I & II• Hospitality Marketing• Business Finance• Entrepreneurship• School Based Enterprise• Cooperative Work Experience |

Find more at **RUReady.ND.gov** and **Insights.ND.gov/College**