

Marketing, Sales, and Services

- Do you have:
- good people skills?
 - natural ability for leadership?
 - an interest in writing letters, filing and preparing reports?
 - an ability to work with numbers?
 - an interest in working with computers and other technology?
 - an ability to give speeches, debate, and persuade?
 - an interest in planning and directing activities?



**Marketing, Sales,
and Services**

About this Sector

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 2016, 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.

Sample Careers in Marketing, Sales, and Services

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
Wholesale Distribution Manager
National Account Manager

Students seeking an advanced college degree are recommended to fulfill UC/CSU (a-g) requirements, beyond that, students are encouraged to take the following elective credits:

Computer Literacy (CEO)	Psychology (g)
Intro to Social Media Marketing (CEO)	Sociology (g)
ROP International Bus: Global Com (CEO) (g)	AP Psychology (g)
ROP Fashion Merchandising (g)	Video Production (g)
ROP Creating an Online Business (g)	AP Statistics (c)
Comp Science	M/M Design (f)
News Production (g)	AVID
Contest Speech (g)	Mock Trial

CVHS Pathways for this Sector:

Marketing:

Computer Literacy (CEO)
Intro to Social Media Marketing (CEO)
ROP Int Bus: Global Commerce (CEO)
ROP Fashion Merchandising (capstone course)
ROP Creating an Online Bus (capstone course)

@ articulated course - **bold courses need pre-requisite/concurrent enrollment** - Career Express Online (CEO)

Dual Enrollment Community College extension courses to consider:

BusAd 100, Sociology 100, 105