

2021-22

# MARKETING, SALES & SERVICE

The Marketing, Sales and Service Career Cluster consists of five pathways: marketing management; professional sales; merchandising; marketing communications and marketing research. Students in high school and postsecondary programs are preparing for careers in planning, managing and performing marketing activities to reach organizational objectives. Some examples of careers include customer service representatives, store managers and public relations managers.

## SECONDARY

### ENROLLMENT

**34,884**

Enrollments in High School Programs



**+ 2,402**

Enrollments in Middle School Programs



= 1,000

**= 37,286**

### TOP CERTIFICATIONS EARNED BY K-12 STUDENTS



### TOP HIGH SCHOOL PROGRAMS

Marketing, Management and Entrepreneurial Principles (9,860)

Entrepreneurship (8,008)

Customer Service Representative (6,532)

Sport, Recreation, and Entertainment Marketing (4,697)

Fashion Marketing (2,346)

### ARTICULATION PATHWAY TO COLLEGE

Salesforce Certified Administrator

Articulates 3 credits

Marketing Management A.S. Degree

**\$320.70** in State College Tuition Savings

## POSTSECONDARY

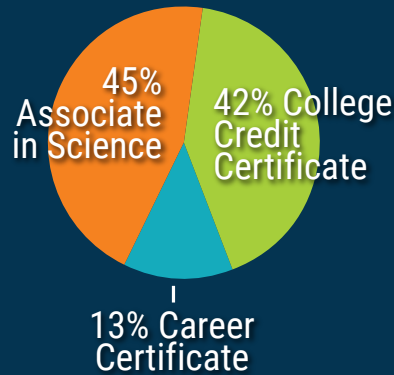
### COLLEGE SYSTEM ENROLLMENT

**1,708**

Enrollment

**11**

Colleges



### TOP PROGRAMS

Marketing Management (AS) (626)

Entrepreneurship (CCC) (337)

Real Estate Sales Agent (CAR) (213)

Digital Marketing Management (CCC) (199)

Fashion Merchandising (AS) (149)