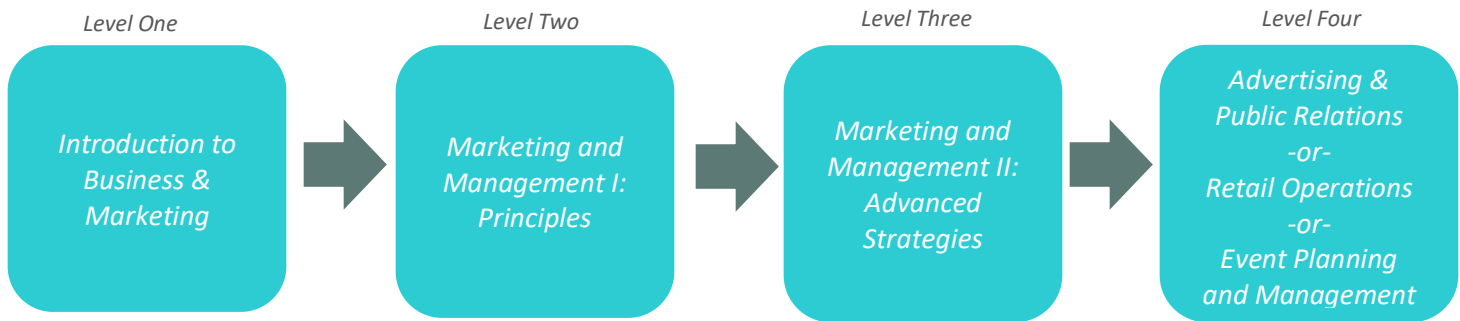


MARKETING MANAGEMENT

Marketing



ABOUT THIS PROGRAM OF STUDY

The *Marketing Management* program of study will prepare you for a career through developing a range of skills and abilities in a corporation. The primary duty of marketing managers in a corporation is to increase sales and profitability through market analytics and this program of study prepares students to do this through standards in market segmentation, market research, and an in-depth look at all the facets of marketing. Students have the option of three areas of specialization – advertising and public relations, retail operations, or event planning and management – for their capstone course, all of which lead to great career options in Tennessee or nationwide.

Dual credit/dual enrollment options include:

- Course A
- Course B

High School Marketing Management Program of Study

Early Postsecondary

Dual credit/enrollment:
Nashville State Community College
Vol State Community College

Certificate

Retail Management
Nashville State Community College

Associates

A.A.S., Marketing
Nashville State Community College
Vol State Community College
A.S. Marketing
Columbia State Community College
Chattanooga State Community College

Bachelors

B.B.A. Marketing
East Tennessee State University
Belmont University
Lipscomb University
Middle Tennessee State University
B.S. Marketing
Tennessee Technological University
University of Tennessee
University of TN Martin
B.B.A. Marketing Management
University of Memphis

High School Diploma

- Retail Salesperson (\$21,960)

Associates

- Retail Supervisor (\$35,950)

Bachelors

- Marketing Specialist (\$54,280)
- Sales Manager (\$88,270)
- Advertising Promotions Manager (\$66,400)
- Marketing Manager (\$82,400)
- Purchasing Manager (\$80,020)

This is not an exhaustive list of all of the opportunities available in Tennessee.

CAREER OPPORTUNITIES

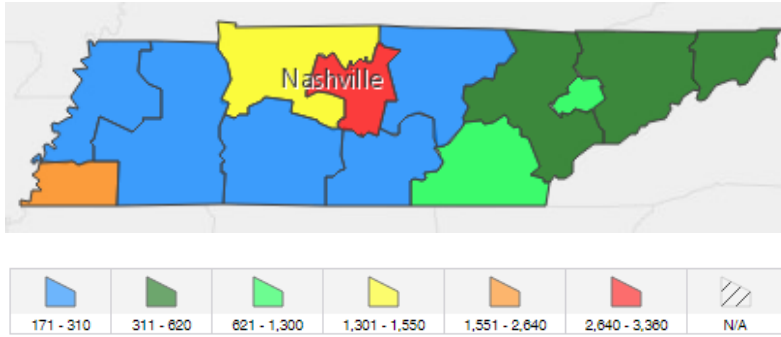
The *Marketing Operations* occupation group is projected to grow by 9% in Tennessee between 2014 and 2022. Job opportunities are strongest in areas of Shelby and Davidson Counties, around the metropolitan areas of Memphis and Nashville respectively, though there is strong potential for openings in other counties in the upper mid Cumberland area. Occupations from this program of study with the greatest number of average annual openings include retail salespersons, supervisors of retail sales workers, market research analysts, marketing specialists, sales managers, and marketing managers.

Marketing Operations Occupations with the Most Annual Average Openings in Tennessee (2014 – 2024)

Occupation	Average Annual Openings	Total % Change
Retail Salespersons	7,730	8.00%
Supervisors of Retail Sales Workers	1,145	4.90%
Market Research Analysts and Marketing Specialists	315	40.40%
Sales Managers	280	14.20%
Marketing Managers	170	28.50%
Advertising Sales Agents	60	0.50%
Public Relations and Fundraising Managers	55	19.80%
Advertising and Promotions Managers	60	25.70%

Source: TN Dept of Labor & Workforce Dev.

Annual Average Openings for Marketing Operations Occupations Workers in Tennessee (2014 – 2022)



Source: TN Department of Labor and Workforce Development. (2015). Employment Security Division, Labor Market Information Section, on the internet at <https://www.jobs4tn.gov/>.

POSTSECONDARY OPTIONS


School	Degree Program
Nashville/Volunteer State Community Colleges	Marketing
East Tennessee/Middle Tennessee State Universities	Marketing
Tennessee Technological University	Business Administration Marketing
University of Tennessee (Knoxville)	Business Administration Marketing
University of Memphis	Marketing Management

For more college and career planning resources, visit <http://collegefortn.org>.



Students in this program of study will be eligible to join DECA. In

addition to school events, students will be able to compete at the regional, state, and national level. Through DECA, students learn not only about business and marketing, but also professionalism, leadership, and soft skills. Walk away from your high school career with experience in competing, networking, applying course content, and more! See your marketing teacher to learn more about DECA or visit <http://www.decatn.org>.



Have you registered for the Tennessee Promise? Seniors enrolled in this program have the chance to attend a two-year program at a Tennessee College of Applied Technology (TCAT), earn a two-year university program for free! To learn more, contact your school counselor or visit tennesseepromise.gov.

For more information, contact:
Soddy Daisy High School
Hamilton County Schools
Instructor: Mrs. Mitchell
Email: mitchell_karen@hcde.org