



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.

2019-20

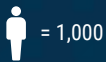
25,009

enrollments in High School programs



+ 1,624

enrollments in Middle School programs



= 1,000

=

26,633

TOP CERTIFICATIONS EARNED BY K-12 STUDENTS



TOP HIGH SCHOOL PROGRAMS

Marketing, Management & Entrepreneurial Principles (6,118)

Customer Service Representative (5,603)

Entrepreneurship (5,209)

Sports, Recreation & Entertainment Marketing (4,180)

Fashion Marketing (988)

ARTICULATION PATHWAY TO COLLEGE

Entrepreneurship Program

Articulates 3 credits

Marketing Management A.S. Degree

\$320.52

 in State College Tuition Savings

*Articulation in this career cluster varies per local institution.



Notes: Based on 2019-2020 data. Postsecondary enrollment is limited to district programs and includes dual enrollment students.