

# Marketing Program Guide

## Sample Entry-Level Positions

Advertising Coordinator	\$59,440
SEO (Search Engine Optimization Specialist)	\$66,320
Public Relations Coordinator	\$43,545
Telemarketing Representative	\$28,333

## Desired Aptitudes & Skills

- Creativity
- Excellent writing skills
- Technical proficiency
- Persuasive
- Communication

## MCSD Marketing Programs

**Fashion Marketing:** In this program, students learn fundamentals of fashion retail marketing, and develop skills necessary for pricing, visual merchandising, advertising, promotions, professional sales and customer service. *(Carver and Northside)*

**Marketing Communications and Promotions:** In this program, students develop knowledge and skills in advertising, direct marketing, public relations, sales promotions and digital marketing. *(Hardaway, Kendrick, Northside, Spencer)*



For more information, contact your school counselor, CTAE Supervisor, or visit the Muscogee County CTAE website by scanning the QR code on this document.



### Non-discrimination statement

The MCSD CTAE Department does not discriminate on the basis of race, color, sex (including pregnancy and related conditions), religion, national origin, age, military status, disability, or any other legally protected status in its educational programs and activities, and provides equal access to the Boy Scouts and other designated youth groups as appropriate. Lack of English language skills will not be a barrier to admission and participation. Equity coordinators are available to address allegations of discrimination. For additional information or referral to the appropriate system coordinator, contact Victoria Thomas, CTAE Director, at 2960 Macon Road, Columbus, Georgia 31906; 706-748-2094.