



Marketing Program Guide

The Marketing industry is a broad career field that includes such positions as telemarketing representatives, marketing research analysts, advertising coordinators, search engine optimization specialists, public relations coordinators, brand strategists and social media managers. Across Georgia, marketing positions are demonstrating above average growth with an anticipated increase in jobs of 10% by 2026.



Start In High School. Follow *Your* Perfect Path.

High Schools

By participating in high school CTAE programs, students can create opportunities to continue their studies in college, pursue an entry-level job, or serve in a related field in the military. (See back for a full list of programs.)

DECA

DECA is the Career & Technical Student Organization (CTSO) that gives students an opportunity to compete in career-related events and gain leadership experience.

Certifications

After completing a CTAE pathway, students prepare for certification exams, at CTAE expense, that may qualify them for entry-level jobs and/or college credit, such as the NOCTI Retail Merchandising exam for three hours college credit.

Work-Based Learning

Students have the opportunity to be released early from school to work in positions related to their CTAE pathways.

Direct-to-Work

Rigorous high school programs prepare students for marketing careers upon graduation.

