



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.



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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.