State-Approved (Chapter 74)
Program Overview

Marketing

Marketing uses images and words to create positive perceptions, grow a business, and build relationships with customers.

What Students Learn & Do

Marketing programs teach key business concepts through analysis of existing product marketing and developing solutions to marketing challenges. Students develop an understanding of the relationship between finance, sales, marketing, merchandising, and customer service. Through hands-on projects and experiences, they learn to apply marketing best practices in supervised business settings located within the school or in the community.

Career exploration is a core aspects of the curriculum, along with basic workplace safety. Each school may have a slightly different focus, with some emphasizing retail sales and marketing, others emphasizing customer service, and still others emphasizing market and financial analysis. Core concepts and technologies will be consistent across programs, as students learn to use softwares related to writing, spreadsheets and design.

Marketing students are required to meet the same high academic standards as their peers outside of these programs. These standards are set by the State of Massachusetts. In addition, aspects of mathematics, social studies and English language arts are underscored through the curriculum.

Licenses & Certifications

Programs will prepare students to earn industry-recognized credentials, and typically students will be able to complete one or more before they graduate from high school. Examples:

- OSHA 10 hour - General
- National Retailers Federation Customer Service Certification

Options After High School

State-Approved (Chapter 74) programs provide precise training required for entry-level employment in this in-demand career field. Here are some possible career options in Marketing.

High School Diploma

- Advertising Sales Agent
- Bank Clerk
- Telemarketing Representative
- Customer Service Representative

Bachelor's Degree (4 Years of College)

- Marketing Coordinator or Director
- Market Research Manager
- Public Relations Specialist

Master's Degree (MBA)

- Marketing Executive
- Sales Executive
- Public Relations Executive

Questions to Ask a Program You Are Considering

1. **What workplace experiences do you offer to students - at school, or with an employer?**
2. **What are some common next steps for graduates of this program and how do you support them to get there?**

Learn about the differences between State-Approved (Chapter 74) and Local programs:
http://www.doe.mass.edu/ccte/cvte/cte-families/state-vs-local.html