



# Marketing, Sales, and Service Industry Sector

Marketing, the transfer of goods and services among businesses and consumers, affects the economy at every level. According to California occupational employment projections, retail trade will be the fastest-growing industry in the state. And the U.S. Bureau of Labor Statistics projects that sales and related occupations will add two million new jobs nationwide by 2012, growing by 12.9 percent. As businesses in America evolve to compete successfully in the global marketplace, a growing need exists for employees with business expertise and the ability to analyze and respond to emerging trends.

This sector is designed to prepare learners for careers in planning, managing, and performing marketing activities. Included are four career pathways: E-commerce, which provides instruction in using electronic tools to market products and services; Entrepreneurship, which develops skills and abilities to begin and operate a business independently or with other individuals; International Trade, which focuses on understanding the global business environment; and Professional Sales and Marketing, which builds knowledge of the sales process, sales management, and marketing information management.

## Marketing, Sales, and Service Industry Sector Pathways:

- *E-commerce*
- *Entrepreneurship*
- *International Trade*
- *Professional Sales and Marketing*

### Entry Level Careers

*(with high school diploma)*

Credit Checkers  
Customer Service Representatives  
Data Entry Clerk  
Telemarketers  
Route Salesperson  
Stock Clerks, Sales Floor  
Postal Service Mail Carriers  
Insurance Policy Processing Clerks  
Real Estate Sales Agents  
Small Business Entrepreneur  
Franchisee

### Technical Level Careers

*(with AA or AS degree or certificate)*

Account Supervisor  
Copywriter-Designer  
E-Commerce Entrepreneur  
E-Commerce Marketing Specialist  
Forum Manager  
Bill and Account Collectors  
Credit Authorizers  
Statistical Assistants  
Travel Agents  
Regional Sales Manager  
Retail/Wholesale Buyer

### Professional Level Careers

*(with BS or BA degree)*

Brand Manager  
E-Commerce Director  
Interactive Sales Engineer  
Sales Agent, Financial Services  
Economist  
International Trade Specialist  
Marketing Research Analyst  
Wholesales Distribution Manager  
National Account Manager

College: \_\_\_\_\_  
 High School(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Sector: \_\_\_\_\_  
 Pathway: \_\_\_\_\_  
 Program: \_\_\_\_\_  
 \_\_\_\_\_

	Grade	English	Math	Science	Social Studies	Required Courses			Grade 9-12 Dual Enrollment Options
						Recommended Elective Courses	Other Elective Courses	CTE Courses	
Secondary	9								
	10								
	11								
	12								
Postsecondary	Year _____ Term _____								
	Year _____ Term _____								
	Year _____ Term _____								
	Year _____ Term _____								
	Year _____ Term _____								
	Year _____ Term _____								

Required Courses:  
 Recommended Required Courses:  
 Career Education Courses:  
 Credit-Based Transition Programs (e.g., Dual Enrollment, Articulated Courses, 2+2+2)  
 Assessments, Advising, or Additional Preparation During Summer Breaks