



Planning, managing, and performing marketing activities to reach organizational objectives.

PATHWAYS	SKILLS STANDARDS	CURRICULUM	ASSESSMENTS
Management and Entrepreneurship	<ul style="list-style-type: none"> • Fundamentals of Technology • Financial Literacy 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD • DECA: Learn, Grow, Become — CD-ROM • Marketing Education/Entrepreneurship TLA • Defying the Odds • Business Etiquette 	<ul style="list-style-type: none"> • Fundamentals of Technology • Financial Literacy
Professional Sales and Marketing	<ul style="list-style-type: none"> • Fundamentals of Technology • Marketing: <ul style="list-style-type: none"> — Marketing Manager — Salesperson — Restaurant Marketing Specialist — Advertising Services Specialist — Apparel and Accessories Specialist — Food Marketing Specialist — General Merchandise Retailing Specialist 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD 	<ul style="list-style-type: none"> • Fundamentals of Technology • Marketing Manager • Salesperson
Buying and Merchandising	<ul style="list-style-type: none"> • Fundamentals of Technology 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD 	<ul style="list-style-type: none"> • Fundamentals of Technology
Marketing Communications and Promotion	<ul style="list-style-type: none"> • Fundamentals of Technology 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD 	<ul style="list-style-type: none"> • Fundamentals of Technology
Marketing Information Management and Research	<ul style="list-style-type: none"> • Fundamentals of Technology 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD 	<ul style="list-style-type: none"> • Fundamentals of Technology
Distribution and Logistics	<ul style="list-style-type: none"> • Fundamentals of Technology 	<ul style="list-style-type: none"> • Career Clusters: Marketing, Sales & Service VHS and DVD 	<ul style="list-style-type: none"> • Fundamentals of Technology



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PATHWAYS	SKILLS STANDARDS	CURRICULUM	ASSESSMENTS
E-Marketing	<ul style="list-style-type: none">• Fundamentals of Technology• Advertising Design: Web Designer	<ul style="list-style-type: none">• Career Clusters: Marketing, Sales & Service VHS and DVD	<ul style="list-style-type: none">• Fundamentals of Technology