



Your Guide To Careers In

Marketing



Advertising, marketing, promotions, public relations and sales managers held about 623,800 jobs in 2008.



Sell Your Skills!

Employment of Marketing Managers in Texas is projected to increase 19 percent between 2006 and 2016.



College graduates with related experience, a high level of creativity, and strong communication and computer skills should have the best job opportunities.

Programs of Study



Management and Entrepreneurship (i.e. Entrepreneur)

People with careers in management and entrepreneurship formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations.

Professional Sales and Marketing (i.e. Exhibit Designer)

Employees in professional sales and marketing are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

Buying and Merchandising (i.e. Sales Manger)

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Marketing Communications and Promotion (i.e. Advertising Manager)

Marketing communications and promotion employees plan, coordinate and implement marketing strategies, advertising, promotion and public relations activities.

Marketing Information, Management and Research (i.e. Market Research Analyst)

Employees in marketing information management and research are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

Distribution and Logistics (i.e. Storage and Distribution Manager)

In addition to those who actually handle products and materials, professionals plan and manage the movement, storage and allotment of both raw materials and finished products.

E-Marketing (i.e. Marketing Manager)

Employees in e-marketing careers use electronic tools to market products and services. These individuals may provide e-mail campaign management services, search engine optimization services and online affiliate marketing programs.

Career Options

Occupation	Education
Market Research Analyst	Master's Degree
Public Relations Manager	Bachelor's Plus Experience
Advertising and Promotions Manager	Bachelor's Plus Experience
Sales Manager	Bachelor's Plus Experience
Marketing Manager	Bachelor's Plus Experience
Purchasing Manager	Bachelor's Plus Experience
Sales Engineer	Bachelor's Degree
Public Relations Specialist	Bachelor's Degree
Exhibit Designer	Bachelor's Degree
Property, Real Estate, and Community Association Manager	Bachelor's Degree
Appraiser and Assessor of Real Estate	Postsecondary Award
Real Estate Sales Agent	Postsecondary Award
Jewelers and Precious Stone and Metal Worker	Postsecondary Award
Real Estate Broker	Work Experience in a Related Occupation
Wholesale and Retail Buyer, except Farm Products	Work Experience in a Related Occupation
First-Line Supervisor of Retail Sales Workers	Work Experience in a Related Occupation
Merchandise Displayer and Window Trimmer	Moderate-Term On-The-Job Training
Advertising Sales Agent	Moderate-Term On-The-Job Training
Sales Representative, Wholesale and Manufacturing, Technical and Scientific Products	Moderate-Term On-The-Job Training
Demonstrator and Product Promoter	Moderate-Term On-The-Job Training
Customer Service Representative	Moderate-Term On-The-Job Training
Retail Salesperson	Short-Term On-The-Job Training
Counter and Rental Clerk	Short-Term On-The-Job Training
Cashier	Short-Term On-The-Job Training

Sample Graduation Plan (26 Credit RHSP)

9 th Grade	10 th Grade	11 th Grade	12 th Grade
English I	English II	English III	English IV
Algebra I	Geometry	Algebra II	4th Year of Math
Biology	Chemistry	Physics	4th Year of Science
World Geography	World History	US History	Government/Economics

The following courses must be included in the personal graduation plan at a time deemed appropriate by the student, parent, and counselor. Please refer to the Katy I.S.D. Planning Guide for additional information.

Communication Applications (1/2 Credit)

Fine Arts (1 Credit)

P.E. (1 Credit)

Language Other Than English (2 Credits)

Health (1/2 Credit)

Electives (5 Credits - May Include CTE Elective Options*)

*CTE Elective Options (Note: Course Selection and Sequence Based On Individual Student Interests, Abilities, and Course Availability) See below:

Program of Study	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Management and Entrepreneurship	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
Professional Sales and Marketing	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
Buying and Merchandising	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
Marketing Communications and Promotion	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
Marketing Information Management and Research	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
Distribution and Logistics	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE
E-Marketing	<ul style="list-style-type: none"> Business Information Management I 	<ul style="list-style-type: none"> Business Law Interpersonal Studies 	<ul style="list-style-type: none"> Entrepreneurship Sports & Entertainment Marketing 	<ul style="list-style-type: none"> Career Preparation I PACE



For More Information

The Career & Technical Education Department
6301 South Stadium Lane
Katy, Texas 77492
281-396-2633

Resources

Achieve Texas in Action: A College and Career Planning Guide - Texas Education Agency
Occupational Outlook Handbook - U.S. Department of Labor

It is the policy of Katy ISD not to discriminate on the basis of sex, disability, race, religion, color, gender, age, or national origin in its educational programs and/or activities including career and technical education programs, nor in its employment practices.