

Virginia Career and Technical Education: Marketing

Virginia Department of Education, Office of Career, Technical, and Adult Education



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Virginia's 16 career clusters and career assessments help students investigate careers and design their plan of study to advance their career goals. Within each career cluster, there are multiple career pathways that represent a common set of skills and knowledge, including academic, technical, and career readiness skills that lead to credentials necessary to pursue a full range of career opportunities from entry level to management, including technical and professional career specialties. CTE actively partners with business and industry to design and provide high quality, dynamic programs to meet current, emerging, and projected labor market needs. Relevant work-based learning opportunities and leadership development offered through career and technical student organizations are incorporated into the academic and career plan.

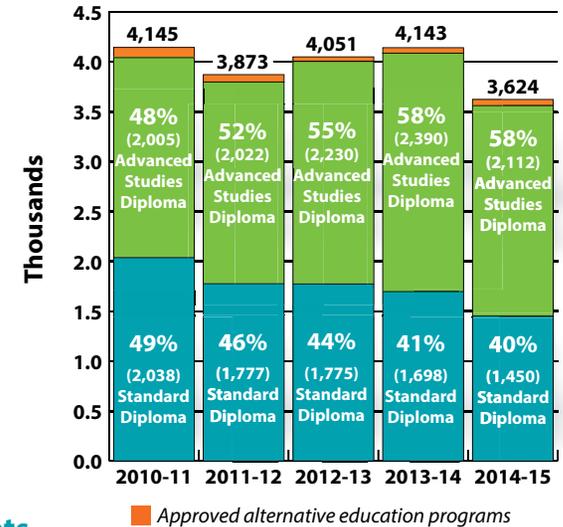
A CTE completer is a student who has met the requirements for a CTE concentration and all requirements for high school graduation, or an approved alternative education program. A concentration is a coherent sequence of state-approved courses. Students may take additional CTE courses that will enhance their career pathway goals. Completion of certain skill sets and coursework enables students to participate in Board-approved external examinations that test essential employability and technical skills. Students who earn these credentials are eligible to earn verified credit towards graduation requirements.

Beginning in 2013-2014, first time ninth grade students are required to earn a Board-approved career and technical education credential to graduate with a Standard Diploma.

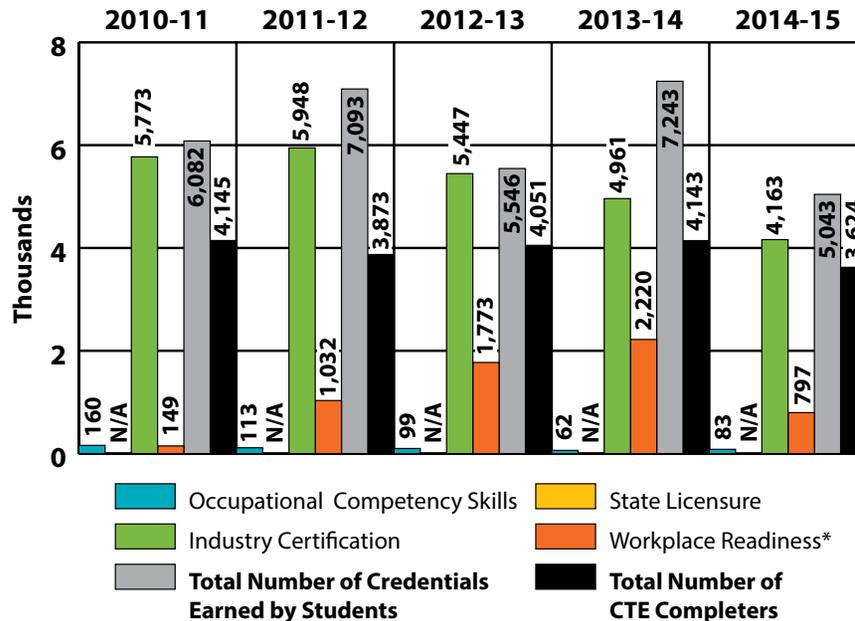
Types of Credentials

- Full Industry Certification** - from a recognized industry, trade, or professional association;
- Pathway Industry Certification** - specific stackable credentials from a recognized industry that lead to a full industry certification;
- Occupational Competency Skills Assessment** - a national standardized assessment of skills/knowledge in a specific career and/or technical area;
- State License** - required for entry into a specific occupation; and
- Workplace Readiness Skills for the Commonwealth Certification** - for essential employability skills recognized by Virginia employers.

Completers Graduated with Standard and Advanced Studies Diplomas



Credentials Earned by CTE Students



NOTE: Completers may participate in one or more Board-approved credentialing test(s). Not all completers participate in the credentialing tests. There are age restrictions set by certain credentialing entities which would prohibit the student from testing until after high school. The cost of credentialing tests ranges from \$10 to \$300 per test.

*Prior to 2010-11, Workplace Readiness Skills assessments were included in the Industry Certification category.

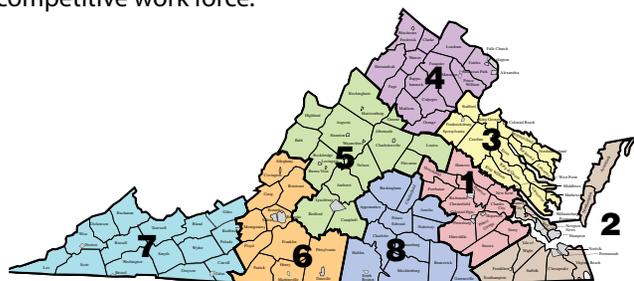
Source: Virginia Department of Education

Virginia Career and Technical Education: Marketing *continued*

The Marketing Career Cluster prepares you for careers in advertising, public relations, sales, and planning. This career cluster allows you to demonstrate your creativity through promotional campaigns, event planning, and new sales techniques. There will be a great deal of competition within the industry, especially for higher-level positions. College graduates with relevant experience, strong creativity, and solid communication skills have the best job opportunities.

Virginia high school students learn the essential academic skills that are critical for all careers and the foundational skills needed for careers in Marketing. They begin to specialize in a field of interest as they complete a coherent sequence of courses within a pathway.

Secondary students who complete these rigorous and relevant pathway programs are ready for entry into postsecondary education and Virginia's highly competitive work force.



Selected Statewide Occupational Projections

Selected Occupation	2014 Median Wage ¹	2022 Projected Employment ²	Predominant Education Level ³
Retail Salespersons	\$20,860	138,054	High School
Cashiers	\$18,790	96,511	High School
Retail Sales Supervisors	\$39,280	45,853	High School & Work experience
Sales Representatives, Except Tech/Scientific	\$56,990	33,338	Bachelor's or more & Training/certification
Real Estate Sales Agents	\$46,080	22,960	Bachelor's or more & Training/certification
Market Research Analysts and Specialists	\$63,370	19,893	Bachelor's or more
Driver/Sales Workers	\$22,610	15,078	High School
Supervisors of Non-Retail Sales Workers	\$82,060	10,510	Bachelor's or more & Work experience
Counter and Rental Clerks	\$27,410	10,383	High School
Sales Representatives, Tech/Scientific	\$90,370	9,549	Bachelor's or more & Training/certification
Public Relations Specialists	\$62,700	8,848	Bachelor's or more & Training/certification
Sales Managers	\$133,890	6,866	Bachelor's or more & Work experience
Telemarketers	\$22,480	5,964	High School
Marketing Managers	\$146,010	5,431	Bachelor's or more & Work experience
Advertising Sales Agents	\$51,280	3,245	Bachelor's or more & Training/certification
Real Estate Brokers	\$67,280	3,041	Bachelor's or more & Work experience
Wholesale and Retail Buyers	\$50,330	2,975	Some college/Associate Degree & Training/certification
Merchandise Displayers	\$29,740	2,676	Some college/Associate Degree & Training/certification
Public Relations and Fundraising Managers	\$131,440	1,795	Bachelor's or more & Work experience
Advertising and Promotions Managers	\$96,640	430	Bachelor's or more & Work experience

¹ Wage data from the US Bureau of Labor Statistics Occupational Employment Statistics Program; ² Estimates from Virginia Labor Market Information. Occupational Projections (long-term) for Multiple Occupations in Virginia in 2012-2022. Retrieved via <https://data.virginialmi.com>; ³ Predominant level of education and training information created by Trailblazers, based on US BLS occupational education and training data

Source: Virginia Employment Commission, Virginia Occupational Employment Projections 2014-2022

Marketing 2014-2014 Enrollments**

Pathways	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8
Marketing Communications	5,596	5,807	2,171	10,775	1,502	3,830	2,096	761
Marketing Management	6,675	7,157	3,185	14,595	2,258	4,867	3,648	1,457
Marketing Research	5,596	5,764	2,128	10,659	1,476	3,786	2,096	737
Merchandising	5,596	5,807	2,171	10,775	1,502	3,830	2,096	761
Professional Sales	5,596	5,807	2,171	10,775	1,502	3,830	2,096	761

** NOTE: Duplicated Pathway student enrollments

Source: Virginia Department of Education