

# MARKETING

Cookeville High School | CTE Programs | Program of Study

## High School Classes

Introduction to Business and Marketing

Marketing and Management I: Principles

Marketing and Management II: Advanced Strategies

Advertising and Public Relations



## Student Opportunities

Students who choose marketing as their program of study are given various career opportunities in demand nationwide.

Additionally, they gain leadership skills in class, through Future Business Leaders of America and at state and national competitions.

Marketing students participate in real world marketing experiences to gain

hands-on skills and knowledge outside of the classroom setting.



## Careers

- ✦ Advertising Manager
- ✦ Market Research
- ✦ Public Relations
- ✦ Internet Marketing
- ✦ Marketing Manager
- ✦ Sales Manager
- ✦ Office Assistant
- ✦ Media Manager
- ✦ Public Relations Manager

## Degrees & Certifications

**Certifications:** Professional Certified Marketer, Professional Researcher Certification

**Associates:** Marketing and Sales, Internet Marketing, Fashion Marketing

**Bachelors:** Marketing

**Graduate:** Business Management in Marketing,

## Competitions

Throughout the year, students have the chance to shine at career development events in various competitions hosted by FBLA

including personal finance, public speaking, job interview, and principles and procedures. There are opportunities for students to earn college scholarships as well.



## Industry Participants

We are always interested in partnering with local businesses in the community. If you are interested or know someone who is, please don't hesitate to contact us.

