

Discover your talents in...



Marketing Education

Do you want to work in an industry where the need for workers is increasing each year?

Do you want to have a career that is new and changing each day?

Do you want a career that allows you to use your creativity?

Then a career in Marketing is the answer for you!

Why consider a career in Marketing or Hospitality and Tourism?

- Marketing occupations will experience 22.4% growth in Tennessee over the next 7 years
- Hospitality occupations will experience 17%-22% growth in Tennessee over the next 5 years

How do you start planning your career in Marketing or Hospitality and Tourism?

- Register for Marketing courses or Hospitality courses offered in your local high school

Marketing education is a program of study designed to prepare individuals for initial and continuing employment and education in marketing, management and entrepreneurship. There are six Marketing programs of study. Find the one that best fits your career goal. Hospitality education is a program of study designed to prepare individuals for careers in food and beverage service, travel/tourism, recreation/sports and entertainment, and hospitality management. There are four Hospitality and Tourism Programs of study so you can find your niche.

Students can substitute economics credit by taking one of eight courses that includes economic standards in its curriculum.

- Investigate Marketing or Hospitality programs offered in 2- and 4-year institutions; Over 60% of our Marketing students continue to post-secondary education.

Want to get experience in your career field while going to school?

Try one of these...

- Work-Based Learning Experiences
- Job Shadowing
- School-Based Enterprise Experiences

Experience the reality of Marketing or Hospitality and Tourism... join DECA!

Tennessee DECA is the eighth largest state association within DECA's international organization. DECA provides education and experience for students who are interested in careers in Marketing, Management, and Entrepreneurship. Tennessee DECA provides for leadership development in regional workshops, competitive event camps, numerous competitions, and officer training. You will have the opportunity to travel to exciting places, meet new people, and jump-start the career of your dreams!

Learn more. Take it to the Web.

See what DECA is all about at www.decatn.org, or www.deca.org.

Go to <http://pathways.tbr.edu> to explore career clusters and create an individual education plan.

Visit www.tennessee.gov/education/cte to review more information on these program areas.

Explore your career interests at <http://tcids.tbr.edu> or www.planningyourdreams.org.

Career Clusters

Programs of Study (Career Majors)

Career Opportunities

Marketing

Channel Management

Distribution Manager
Channel Sales Manager

Marketing Communications

Advertising Manager
Public Relations Manager
Research Specialist

Marketing Management

Brand Manager
Product Planner
Forecasting Manager

Marketing Research

Planning Analyst
Product Research Manager

Merchandising

Merchandise Buyer
Store Manager
Retail Marketing Coordinator

Selling and Sales Management

Client Relationship Manager
Sales Representatives
Field Marketing Representatives

Hospitality and Tourism

Food and Beverage Service

Executive Chef
Restaurateur

Hospitality Management and Lodging Services

Lodging Manager
Hotelier

Recreation, Attractions, Sports and Entertainment

Venue Manager
Event Planner

Travel and Tourism

Travel Agent
Tourism Coordinator

