

What happens to marketing graduates

College graduates in marketing are among the highest paid. In high demand by business across the world, marketing students can choose many different career directions. Marketing Education programs can help you decide which career path to follow and let you know about the steps you'll need to take to reach your goals.

<i>Advertising</i>	<i>Product Management</i>
<i>Buying</i>	<i>Promotions</i>
<i>Catalog Design</i>	<i>Public Relations</i>
<i>Client Relations</i>	<i>Purchasing</i>
<i>Communications</i>	<i>Research</i>
<i>Consulting</i>	<i>Retail Management</i>
<i>Consumer Behavior</i>	<i>Retailing</i>
<i>Copywriting</i>	<i>Sales</i>
<i>Customer Service</i>	<i>Sales Promotion</i>
<i>Direct Marketing</i>	<i>Small Business</i>
<i>Distribution</i>	<i>Technical Sales</i>
<i>Entrepreneurship</i>	<i>Telemarketing</i>
<i>Fashion Coordinating</i>	<i>Tourism</i>
<i>Financing</i>	<i>Travel</i>
<i>Hospitality</i>	<i>Visual Merchandising</i>
<i>Information Mgmt.</i>	
<i>Marketing Mgmt.</i>	
<i>Manufacturer Rep.</i>	
<i>Materials Mgmt.</i>	
<i>Media Planning</i>	
<i>Merchandising</i>	
<i>Point-of-purchase</i>	
<i>Product Packaging</i>	



Marketing Education Program
Career & Technical Education
Department at BHS

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Explore Marketing Education



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**Your ticket to
the future!**

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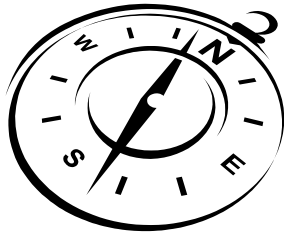


Exploring Career Directions

Marketing education classes aren't right for everyone. But they're right for you if you want to . . .

Take part in challenging activities. Besides typical classes and assignments, there are special projects, leadership opportunities, and work experience.

Learn about the American Free Enterprise system. Marketing programs give you the inside track on what business and marketing are all about.



Learn to think for yourself. You'll learn how key business decisions are made and why, and come to develop logical decision-making skills of your own.

Develop "people" skills. Exposure to other people helps you deal with individuals of different backgrounds and opinions, and to feel confident in social and business settings.

Get a head start on life. Real-life experiences help you develop useful job skills. Marketing programs put you in touch with the business people in your community who can help your career get going.

Getting ready to be a business leader takes maturity and dedication. Are you ready to make the commitment? If you are, Marketing Education will help you decide which career path to follow and let you know about the steps you'll need to take to reach your goals.

Going on to College?

Many high school and community college marketing graduates continue their education in four-year college business programs—programs that expand upon their earlier experiences. Think how much easier your college studies would be if you know the basics going in!!!

Through your Marketing Education courses, you'll have a chance to explore marketing as a career option—and get plenty of real-life experience, too. The employment skills that you gain can help you earn extra dollars while continuing your education. Many employers will even help pay your way to college.

As you discover more about business and marketing, you'll begin to identify the specific career area where you want to learn more. This will help you to make informed program decisions when you enroll in college. Avoiding false starts in the wrong college program adds up to savings in time and money!!

Marketing is critical to all professionals in today's economy. Doctors, lawyers, accountants, and bankers are just a few examples of top professionals adopting marketing programs in their organizations.

Whether you plan to study business and marketing in college, or hope to follow another career program, the self-confidence, leadership skills, and problem-solving abilities that you develop in your marketing program can contribute to your continued academic success.



What Happens to Marketing Graduates:

What happens to marketing graduates? Take a look!

Sales. Sound interesting? What if you were calling on top executives to sell computer hardware, and earning \$30,000 to \$40,000 your first year? Marketing graduates are doing it — in technical sales, real estate, apparel, medical supplies, insurance, electronics, and more.

Business ownership. Marketing graduates are leaders in entrepreneurship. They own many kinds of companies — CD and DVD stores, cleaning services, auto dealerships, garden centers, and manufacturer's rep firms to name a few. Self-employment professionals—doctors, lawyers, accountants—recognize the link between marketing and business success.

Management. You have to be good, but if you are, management opportunities are all around. Many top marketing students become supervisors (even before they graduate). Management is a skill that has to be learned. The sooner you start, the better your chances for success.

Marketing Education opens up the job market — over one-third of employment opportunities are marketing related. Program graduates can choose from careers in almost every industry — advertising, professional selling, marketing research, hotel management, fashion, retailing, and many more.

Marketing Education: Training today's students for tomorrow's goals. Marketing skills are truly skills that last a lifetime!!

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