

MARKETING

Barlow High School



COURSES OFFERED



(All courses are .5 credit unless otherwise noted.)

CAREER SNAPSHOT

- The number of global social media users is expected to hit about 3.43 billion in 2023.
- Local employers: 1. Intel 2. Nike 3. Mentor Graphics
- The US is the largest advertising market in the world with over \$240 billion spent every year. New ways to connect consumers to businesses means that it is constantly changing where those dollars are spent.

FOR STUDENTS INTERESTED IN:

- Social Media, Advertising
- Public Relations
- Business

POST HIGH SCHOOL POSSIBILITIES:

School	Program	Degree	Time
MHCC	Business Assistant	Certificate	< 1 year
MHCC	Business Management: Marketing & Sales	AA	2 years
PSU	Advertising Management, Marketing	BA	4 years
U of O	Advertising, Public Relations, Business	BS	4 years



Career

Customer Service Rep, Sales Rep
Admin Support, HR Support
Accountant, Business Manager
HR Director, CFO, CEO
Marketing Manager, Buyer



Education

High School Degree
Associates Degree or Certificate
Bachelor's Degree
Bachelor's or Masters Degree
Bachelor's or Masters Degree



Pay

\$40-60k annually
\$45-100k annually
\$70-125k annually
\$75-500k annually
\$75-500k annually



All Pathways to Success courses teach valuable career skills and fulfill graduation requirements in the area of Career & Technical Education (CTE).
Please see your counselor to learn more!

