

MARKETING

Gresham High School



COURSES OFFERED

INTRODUCTION

1. Intro to Business Applications
2. Entrepreneurial Foundations 1

INTERMEDIATE

1. Marketing 1-2 (1 credit)
2. Entrepreneurial Foundations 2

ADVANCED

1. Marketing 3-4 (1 credit)
2. Marketing 5-6 (1 credit)

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

CAREER SNAPSHOT

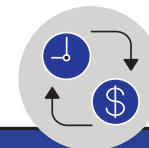
- The number of global social media users is expected to hit about 3.43 billion in 2023.
- Local employers: 1. Intel 2. Nike 3. Mentor Graphics
- The US is the largest advertising market in the world with over \$240 billion spent every year. New ways to connect consumers to businesses means that it is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

FOR STUDENTS INTERESTED IN:

- Social Media, Advertising
- Public Relations
- Business

AFTER 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	Education	Pay
Customer Service Rep, Sales Rep	High School Degree	\$40-60k annually
Admin Support, HR Support	Associates Degree or Certificate	\$45-100k annually
Accountant, Business Manager	Bachelor's Degree	\$70-125k annually
HR Director, CFO, CEO	Bachelor's or Masters Degree	\$75-500k annually
Marketing Manager, Buyer	Bachelor's or Masters Degree	\$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!

