

Marketing

Career Cluster/Pathways

Marketing and creative roles continue to be in high demand in 2025, particularly in areas like digital marketing, content strategy, and UX design. While they represent a portion of the overall U.S. workforce, these roles are critical to business growth and innovation across industries.

Marketing courses help students learn and experience how the marketing process seeks to establish and satisfy the needs and wants of individuals who buy goods, services and ideas.

Businesses of all types and sizes, including non-profit organizations, use marketing in their local, national, and global operations to move products and services from their origin to the end-user.

This career cluster is organized into five career pathways:

- Management and Entrepreneurship
- Marketing Communications
- Marketing Management
- Merchandising
- Professional Sales

Careers

Students in marketing learn and practice skills that prepare them for diverse post-high school education and training opportunities, from apprenticeships and two-year college programs to four-year college and graduate programs.

CTE classes in this cluster will introduce you to a variety of interesting careers including:

- Manager of Sales or Information
- Sales Specialist
- Demonstrator or Product Promotions Specialist
- Wholesale or Retail Buyer
- Distributor
- Public Relations Manager or Specialist
- Marketing Communications or Promotions Manager or Specialist
- Community Relations Manager or Specialist
- E-marketer
- Marketing Consultant
- Fashion Merchandiser or Designer
- Social Media Marketing Content Creator

Note: Each school and school district has different CTE options. Not every district has classes in every cluster, nor does every district offer CTE dual credit and Advanced Placement options.

Career and Technical Student Organizations

Career and Technical Student Organizations (CTSOs) are much more than clubs. CTSOs provide opportunities to apply hands-on learning, leadership and personal skills in real-world environments. Participants build their skills by developing projects, attending events, and competing regionally and nationally among their peers.

The student organizations for marketing are:

- [Washington DECA](#) (An Association of Marketing Students)
- [Washington Future Business Leaders of America](#)

Education After High School

It is fact that young people who have at least one year of post-high school education earn thousands of dollars more a year. So, if you spend even one year at a two- or four-year college, in a certificate program at a technical school, or in an apprenticeship after you graduate from high school, you will very likely earn higher wages all your life. By furthering your education, you will be better prepared to successfully navigate the world of work.

After taking CTE classes in marketing, you could pursue any number of opportunities including:

- A two-year college degree in sales and marketing, marketing management, marketing applied science or advertising
- A four-year college degree in marketing, business marketing, sales and marketing, advertising and marketing, or online marketing

Student Resources

Middle & High School

For information about your district's CTE offerings and how to move forward with planning for your future, contact or visit:

- Your school career or guidance counselor
- Your principal or school district/State-Tribal Education Compact/skill center Career and Technical Education office
- [OSPI Career and Technical Education Office](#)

- [Navigation 101](#): A life skills and planning program for students in grades 6 through 12 to help them make clear, creative plans for their education and training in high school and beyond

Apprenticeship & College

More than 1,000 jobs in Washington are connected to an active, registered apprenticeship program. For more information about apprenticeships and colleges, visit:

- [How to become an apprentice: Five steps to getting started](#)
- [Washington State Board for Community and Technical Colleges](#)
- [Washington Student Achievement Council](#)
- [Washington Career Bridge](#)
- [students.ed.gov](#) - An official U.S. Department of Education web site designed for college students and their families. Provides easy access to educational information and resources.

For Educators

- [Resources and Essentials](#)
- [Comprehensive CIP Code Chart](#)

CIP Codes

Classification of Instructional Programs (CIP) Codes assist in tracking, assessment, and reporting CTE courses.

- 090903
- 310504
- 521400
- 521401
- 521403
- 521501
- 521801
- 521804
- 521902
- 521907
- 521999