The Marketing, Sales and Service Career Cluster consists of five pathways: marketing management; professional sales; merchandising; marketing communications and marketing research. Students in high school and postsecondary programs are preparing for careers in planning, managing and performing marketing activities to reach organizational objectives. Some examples of careers include customer service representatives, store managers and public relations managers.

**Top High School Programs**

- Marketing, Management and Entrepreneurial Principles (6,337)
- Entrepreneurship (4,391)
- Sport, Recreation, and Entertainment Marketing (2,782)
- Customer Service Representative (2,311)
- Fashion Marketing (1,188)

**Local Articulation Pathway to College**

- Entrepreneurship Program
- Articulates 3 credits
- Marketing Management A.S. Degree
- $320.52 in State College Tuition Savings

**Notes:** Based on 2016-17 data. Postsecondary enrollment is limited to district programs and includes dual enrollment students. Enrollment outlook is based on the 2017-18 Statewide Demand Occupations List.