

Marketing



Instructor: Kim Nikolai
CIP Code 52.1801

If you are creative and have good communication skills, the Erie High School Marketing Operations program will give you an edge in the competitive arena of marketing and sales.

Our four-year program will teach you the principles of marketing, wholesale and retail buying and selling, and product pricing. You will learn about channels of distribution, sales promotions, customer relations, and how to start and manage your own marketing firm.

You'll also get the chance to apply your knowledge and test your skills by helping manage our in-school store and by participating in our annual trade and prom fashion shows. Co-op experiences for senior students are available.

Career Pathways:

Advertising & Promotions Managers*
Marketing Managers*
Sales Managers
Wholesale & Retail Buyers
Purchasing Agents
Supervisors - Retail Sales Workers
and Non-Retail Sales Workers
Retail Salespersons
Sales Representatives
Sales Engineers*
Telemarketers

*Students will be prepared to work in these occupations. *Some job sites will require post-secondary training*

Program Entrance Recommendations:

- Skills using Microsoft Word, Excel, Outlook, PowerPoint, Publisher and OneDrive
- Customer Service Skills
- Communications Skills
- Ability to Learn Pricing
- Good Math Skills

Earn Industry Certifications:

- Social Media Marketing Certification
- Microsoft Office Certifications
- OSHA 10-Hour General Industry
- National Professional Certification in Customer Service and Sales
- A*S*K Business Institute Fundamentals of Marketing
- Advanced Customer Service and Sales
- Certified Rooms Division Specialist

Earn College Credits:

Pennsylvania Highlands Community College
Harcum College
Westmoreland County Community College
Pittsburgh Technical College
Great Lakes Institute of Technology
Lackawanna College

PA Bureau of CTE SOAR Articulation

Credits: For more information, visit
www.collegetransfer.net/Search/PA
-Bureau-of-CTE-SOAR-Programs