

# North Carolina Career Cluster Marketing

Related Pathways

Marketing Communications  
Marketing Management  
Marketing Research  
Merchandising  
Professional Sales

CTE Program Areas	CONCENTRATION (Four total credits required)	
	Foundational Courses	Career Cluster Enhancement Courses
BUSINESS AND INFORMATION TECHNOLOGY EDUCATION		6200/6600 Principles of Business & Personal Finance 6215 Business Law 6311 Computerized Accounting I 6411 Computer Applications I 6415 eCommerce I 6514 Digital Communication Systems
CAREER DEVELOPMENT		6145 Career Management
MARKETING EDUCATION	6235/6615* Small Business Entrepreneurship 6621 Marketing 6622* Marketing Management 6626 Strategic Marketing 6631 Fashion Merchandising 6665* Marketing Technology & Media 6670 Sports & Entertainment Marketing I	6696 Marketing Education Department of Labor Registered Apprenticeship 6697 Marketing Education Cooperative Education 6699* Marketing Education Advanced Studies
TRADE AND INDUSTRIAL EDUCATION		6498 University – Business & Marketing 6499 Community College – Business & Marketing 6698 Marketing Education Internship  7935 Digital Media I

To earn a concentration for graduation and CTE federal reporting purposes:

- The student must take at least four technical credits from among the courses listed in the Career Cluster.
- At least three of the technical credits must come from among the Foundational courses listed .
- At least one of the Foundational courses must be at the completer level, identified by an asterisk on the chart above.
- The fourth technical credit can be either a Foundational or Enhancement course.
- Enhancement courses can be from any program area identified in the Career Cluster.

