



# MARKETING

INDUSTRY



Marketing includes how products or services are transferred to consumers and is something that almost every business uses. Sales jobs are everywhere and a great place to start your business career.

**PATHWAYS OFFERED**  
 • Marketing

**COURSES OFFERED**  
 [see back for course sequence]

- Event Marketing

## Course Sequence and Offerings | 2018-2019

## CTE Sequence of Courses

Industry	1 Foundation	2 Intermediate	3 Advanced
<b>Pathway</b> Hoover High Marketing Pathway		Event Marketing 1, 2 (8490, 8491)	Event Marketing 3, 4 (8492, 8493)  Event Marketing 5, 6 (8496, 8497)
Serra High Marketing Pathway	Marketing 1, 2 (0801, 0802)	Event Marketing 1, 2 (8490, 8491)  Marketing 3, 4 (0803, 0804)	Event Marketing 3, 4 (8492, 8493)



### key/notes

1. \* UC a-g Approved
2. • Receives Community College Credit
3. ~ Future class not currently available