

# Marketing & Sales

Market Research, Analytics, & Ethics • Marketing & Advertising •  
Retail & Customer Experience • Strategic Sales



Promising Progressive Career Pathways Map

**Education  
(Skills/  
Knowledge)**



**Work-Based  
Learning**



**Local Career  
Opportunities**

**Middle School**

**Middle  
School Core  
+ Electives**

**High School**

**KPS High Schools +  
Career and Technical Education**  
CCC – Marketing & Entrepreneurship

**Early/Middle College**  
General Marketing,  
Business Administration

**Community College**

**Skill-Based Credentials**  
Graphic Design, Supervisory Leadership

**Associate of Arts and Sciences**  
General Marketing, Communication,  
Business Administration

**University**

**Bachelor of Arts**  
International Marketing, Marketing  
Research, Advertising,  
Sales and Management Operations,  
Sales and Business Marketing,  
Digital Marketing

**EDP (K-12)**

**Dual Enrollment Choices**

**2+2 Transfer Programs**

**Job Shadowing, Co-Ops, Internships,  
Apprenticeships, Summer Jobs**

**Internships,  
Apprenticeships,  
Full- and Part-Time Jobs**

**Internships,  
Apprenticeships,  
Full- and Part-Time Jobs**

**First-Line Supervisors of  
Retail Sales Workers** \$45,540

**Retail Salespersons** \$31,000

**Customer Service  
Representative** \$38,350

**Cashiers** \$28,380

**Computer, Automated Teller,  
and Office Machine Repairers** \$46,410

**Marketing Managers** \$129,610

**Market Research Analysts and  
Marketing Specialists** \$60,000

**Sales Managers** \$129,890

**Sales Representatives,  
Wholesale and Manufacturing,  
Tech. and Scientific Products** \$102,360

**Design Your Path to Your Promise**  
— Explore Where You Can Go.

Kalamazoo Public Schools

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PATHWAY 2 CAREERS



# Marketing & Sales

Design Your Path to Your Promise — Here's How You Can Get There.

MIDDLE SCHOOL

English Language Arts	Math	Science	Social Studies	World Language	Enrichment	Career Readiness	Elective Focus
English	6 <sup>th</sup> Grade Math or Accelerated Math	6 <sup>th</sup> Grade Science	Social Studies	Spanish for Beginners (Elective)	Physical Ed./ 6 <sup>th</sup> Gr. Art Studio	Life Skills	Tech Smart/Band Orchestra, or Choir
English	7 <sup>th</sup> Grade Math or Accelerated Math	7 <sup>th</sup> Grade Science	Social Studies	Spanish Intermediate	Physical Ed./ 7 <sup>th</sup> Gr. Art Studio	Life Skills	Tech Smart/Band Orchestra, or Choir
English	8 <sup>th</sup> Grade Math or Algebra	Science/Robotics	Social Studies	Mandarin	Physical Ed./ 6 <sup>th</sup> Gr. Art Studio	Life Skills	Tech Smart/ Art Foundations

HIGH SCHOOL

English Language Arts	Math	Science	Social Studies	World Language	Enrichment	Career Readiness	Elective Focus
English 9 / Honors English	Algebra 1 or Geometry	Environ. Science & Biology (CEB)	World History	Spanish / French / Mandarin	PE	Tech Smart	Band, Orchestra, or Choir or other career programs below.
English 10 / Honors English	Geometry or Algebra II	Biology (CEB) and Chemistry	US History	Spanish / French / Mandarin	Health	College/Career Readiness	
English 11 A or Honors or AP	Algebra II or Stats or AP Stats	Physics	Gov or AP Gov	Spanish / French / Mandarin	Link Crew Lead. Marketing	Economics	
College Eng. 12 or Honors Eng.	Business Finance and Marketing	Science Elective	Social Studies Elective	Spanish / French / Mandarin	Fine Arts	Business Academy	

Grade	Possible Career-Connected Pathway Choices		Dual Enrollment Courses	Postsecondary Programs/Majors/Apprenticeships for Occupations in this Career Cluster	
9	Creative Writing	Basic Marketing	<ul style="list-style-type: none"> <li>Business Principles/Practices</li> <li>Principles of Marketing</li> <li>Math for Business &amp; Industry</li> <li>Business Computer Applications</li> <li>Business Writing Skills</li> <li>College Writing I</li> <li>Public Speaking</li> </ul>	<b>Certificates, Associate's Degrees, and Apprenticeships</b> <ul style="list-style-type: none"> <li>General Marketing, AAS</li> <li>Communication, AA</li> <li>Business Administration, AAS or AA</li> <li>Graphic Design Cert.</li> <li>Supervisory Leadership Cert.</li> </ul>	<b>Bachelor's and Advanced Degrees</b> <ul style="list-style-type: none"> <li>International Marketing</li> <li>Marketing Research</li> <li>Advertising</li> <li>Sales and Management Operations</li> <li>Sales and Business Marketing</li> <li>Digital Marketing</li> </ul>
10-12	Marketing, Entrepreneurship, & Advanced Career Planning	Advanced Marketing			
10-12	Link Crew Leadership Marketing	Business Academy			
11-12	International Business	School Store: Maroon Shop			

# Kalamazoo Public Schools

## College and Career Awareness & Exploration Resources

### Higher Education



#### Early/Middle College Programs

Kalamazoo County Early/Middle College (EMC) is an innovative early college program, which gives students the opportunity to earn an associate degree or certificate with an additional year of high school.



#### Kalamazoo Valley Community College

Kalamazoo Valley Community College seeks to provide every student with clear, flexible program options that provide a mix of educational skills and experiences that will prepare students for advanced coursework at top universities and meaningful opportunities for employment in a changing world.



#### Kalamazoo College

Kalamazoo College offers qualified high school students the opportunity to enroll in courses while concurrently enrolled in high school during the fall, winter, and spring terms.



#### Western Michigan University

Dual enrollment through Early College Programs at WMU provides eligible high school students with credits that may be applied toward high school graduation requirements, as well as a college or university program.



#### The Kalamazoo Promise

Choosing a career path is one of the biggest and most important decisions you'll ever make. The good news is that The Promise is here to help you find and pursue the career path that fits you best.

### Local Career Training Programs



#### Career Launch Kalamazoo

This modernized Youth Apprenticeship Program that provides flexible occupational training programs that cultivate well-educated, highly skilled workers able to meet the demands of a competitive global economy in careers that are in high demand.



#### Kalamazoo RESA Career Connect Campus

New in the 2025-2026 school year, students will have the opportunity to participate in programs at the Career Connect Campus (CCC). The inaugural class of students at the CCC will learn from industry experts in a new, state-of-the-art facility.



#### Teach Kalamazoo

Kalamazoo's Grow Your Own (GYO) Teacher Residency program includes apprenticeships and numerous on-ramps into the teaching profession for undergraduate and graduate students, staff, parents, paraprofessionals, for anyone with an existing bachelor's degree, and/or anyone who is interested in entering the honorable and fulfilling profession of teaching.

### Labor Market Tools



#### Michigan Pathfinder

Pathfinder uses current labor market, wage, and institutional data and metrics to help you create an individualized career roadmap. This free tool provides information to students, parents, and guidance staff to make informed choices about educational and career options.



#### Pure Michigan Talent Connect

Michigan's free online career exploration tool that provides information on in-demand careers and the degrees or credentials needed to pursue them.

## College & Career Exploration and Resources



### [Xello Career Exploration](#)

Kalamazoo Public Schools uses the Xello platform so students in grades K-12 can build self-knowledge and explore options beyond high school.



### [Michigan Career Development Model](#)

The Michigan Career Development Model (MCDM) is a framework, guided by legislation that engages school communities, students, and their support networks in intentional and meaningful career awareness, exploration, and preparation.



### [Advance CTE National Career Clusters Framework](#)

The National Career Clusters® Framework provides a shared structure and language for CTE program design across the United States. The new framework provides meaningful career exploration and preparation experiences through Career Technical Education (CTE) that prepare students for the changing and interconnected world of work.



### [Michigan Pathfinder](#)

Pathfinder provides valuable information to help students make informed choices about educational and career options.



### [O\\*NET Online](#)

O\*Net provides a collection of resources to inform students' college and career journeys: a Career Exploration Tool, O\*NET Interest Profiler, My Next Move, Career One Stop, and Get My Future.



### [SAT/PSAT – College Board](#)

The SAT and PSAT are standardized tests meant to show colleges and universities how prepared students are for college by measuring key skills like reading comprehension, computational ability, and clarity of expression.



### [EBSCO Learning Express](#)

EBSCO LearningExpress provides online platforms for academic skill building, standardized test preparation, and career-oriented digital content. It helps students prepare for college, explore careers, and accelerate their journey into careers.



### [Credential Center](#)

Certifications demonstrate for employers that job candidates have specific skills or knowledge in an occupation, industry, or technology. This site helps students explore training associated with certifications and credentials.



### [Apprenticeship USA](#)

Discover apprenticeships across industries, how programs are started by employers, and how to become an apprentice.



### [ASVAB Career Exploration](#)

The Armed Services Vocational Aptitude Battery (ASVAB) is a multiple-aptitude battery that measures developed abilities and helps predict future academic and occupational success in the military.

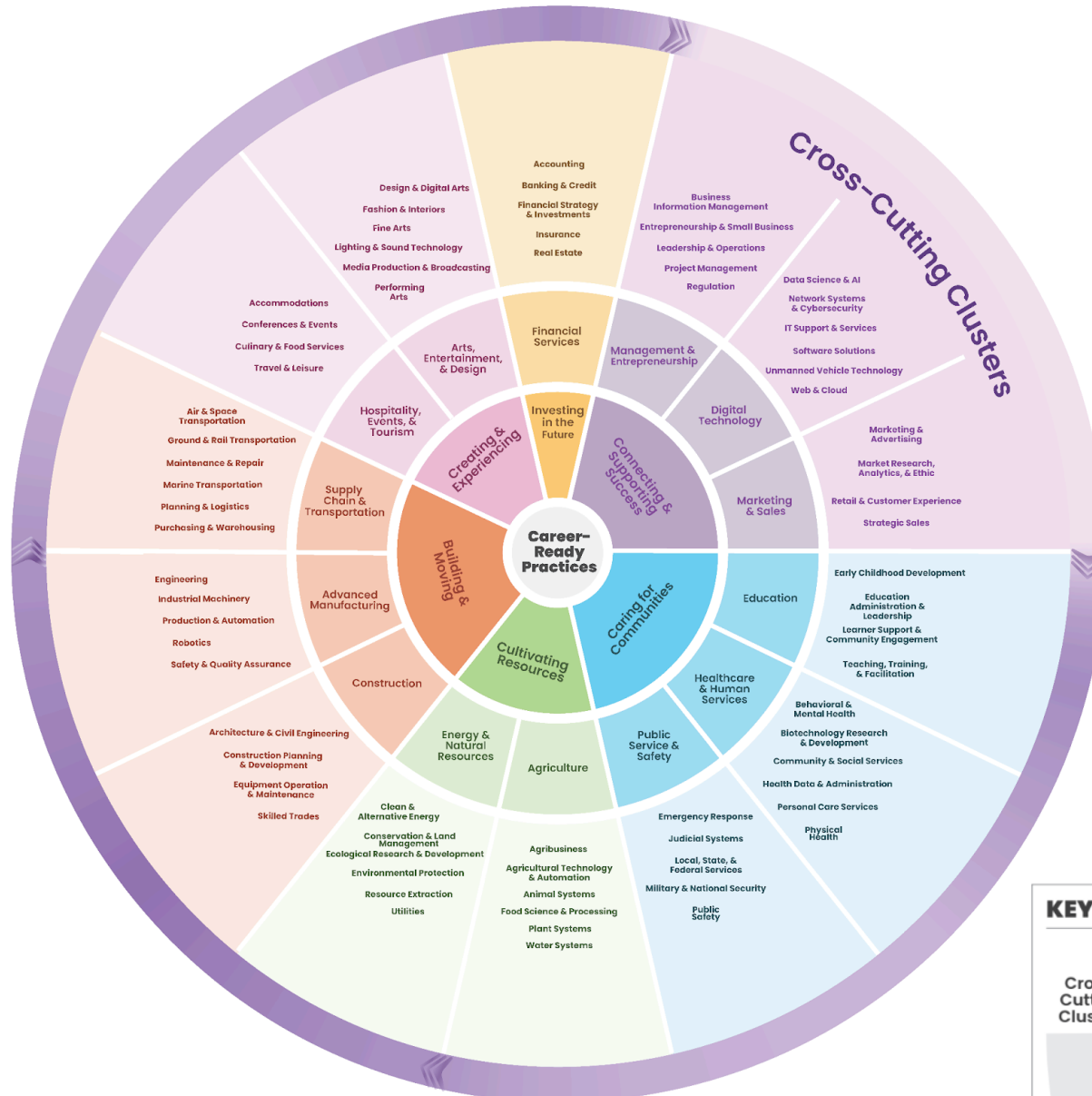


# Career Clusters

Pathways to College & Career Readiness

## The Framework: Wheel View

**ADVANCE** CTE  
State Leaders Connecting Learning to Work



### KEY



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## Cross-Cutting Cluster | Marketing & Sales: *Improving Communication & Connections*

**Cluster Definition:** The Marketing & Sales Career Cluster focuses on promoting products, understanding consumer needs, engaging with communities, and driving sales. It integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies to build strong customer connections and support business growth. This Cluster is essential in all industries for creating value, effectively reaching and engaging target audiences, and achieving commercial success in a competitive marketplace.

### Sub-Clusters

### Example Programs of Study

**Market Research, Analytics, & Ethics:** Careers focused on gathering, analyzing, and interpreting market data and consumer behaviors to inform strategic decisions and enhance business relationships. Professionals in this field use data analysis to understand market trends, competition, and customer interactions. This field aims to optimize customer retention and drive sales growth through informed strategies while maintaining awareness of ethical advertising practices, particularly those affecting the health and financial well-being of underserved populations.

Marketing Research  
Social Media & Analytics

**Marketing & Advertising:** Careers focused on using digital technologies and traditional strategies to promote products and services to engage customers and maintain brand identity. This Sub-Cluster includes leveraging online platforms, social media, and email marketing to communicate with audiences digitally. Professionals in this field design and manage brand advertising campaigns and promotions to enhance brand image and market position.

Marketing  
Marketing Management

**Retail & Customer Experience:** Careers focused on the essentials of retail operations and the delivery of outstanding customer experiences. This Sub-Cluster covers both physical and online store management, visual merchandising, inventory strategies, and customer service enhancement. Professionals in this field are prepared to drive retail success and customer satisfaction by creating engaging and personalized shopping experiences and enhance customer protection by educating consumers on correct product usage and unfair practices in the marketplace.

Merchandising

**Strategic Sales:** Careers that help businesses grow and achieve goals. This field covers setting targets, refining sales processes, leading teams, and prioritizing excellent customer service in direct sales. Professionals in this field specialize in business development, partnership building, and customer engagement, adapting to the dynamic demands of today's marketplace.

Business Communications