Marketing, Sales & Service Cluster

Marketing Communications & Promotion Pathway –

Marketing Communications Associate – Students in this major learn to conduct market research, analyze results and create promotional campaigns based on the research. Students explore different marketing tools to relay information to consumers, organizations and the media and to promote business success. Students also gain customer service, merchandizing and sales skills. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. Students in this major learn skills required for the National Retail Federation's (NRF) National Professional Certification in Customer Service® and may also take exams leading to A*S*K Business Institute Certificates.

Public Information Specialist – Students use customer service, marketing and sales skills to develop effective advertising strategies. They explore different marketing tools to relay information to consumers, organizations and the media. And they learn marketing management functions that help establish and maintain the lines of communication necessary to promote business success. Students develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. Students in this major learn skills required for the National Retail Federation's (NRF) National Professional Certification in Customer Service® and may also take exams leading to A*S*K Business Institute Certificates.

Public Relations Manager – This major prepares students for careers in managing the public relations function to promote business success. In addition to customer service, marketing, communications, and advertising skills, students learn the art and science of management and supervision in problem-solving, decision making and working with and through other people to accomplish business goals. Students conduct and analyze a market research study and prepare a promotional campaign based on the results of their research. They develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization. Students in this major gain the skills required for the National Retail Federation's (NRF) National Professional Certification in Customer Service® and may also take exams leading to A*S*K Business Institute certificates and Sales and Marketing Executives International (SMEI) certificates.