



# Program of Study Justifications for Marketing

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# Marketing Management

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Marketing Management</b>	Introduction to Business & Marketing (5905)	Marketing and Management I: Principles (5931)	Marketing and Management II: Advanced Strategies (5932)	Advertising and Public Relations (5936) -or- Retail Operations (5938) -or- Event Planning & Management (6168)

## Description

The Marketing Management program of study is designed to prepare students for employment in a career where learned techniques and strategies are used to convey ideas and information about ideas, goods, and services through marketing communications, toward the end of increasing sales and profitability through market analytics. Subject matter is arranged around sequenced, progressive courses that provide students with the opportunity to develop a holistic understanding of marketing systems and how they are utilized in sales, advertising, public relations, and other marketing services. Course content centers on concepts in business, finance, and marketing; social responsibility and ethics; the marketing mix; economics; market research; product development; and the role of marketing in business. Proficient students will understand selling; branding; packaging; labeling; purchasing; pricing; advertising; promotional concepts; and business financing. Upon completion of this POS, students will be prepared to seek employment or advanced training as a cashier, retail salesperson, market research analyst, marketing manager, advertising manager, or many other careers in marketing and sales. Students may gain job experience while still in high school through local Career and Technical Students Organization (CTSO) competitions and through opportunities in work-based learning.

## Job Outlook

Marketing careers incorporate talents in planning, managing, and monitoring day-to-day operations activities; accessing, evaluating, and disseminating information; and developing, maintaining, and improving products or services. A large percentage of jobs in the Marketing, Sales, and Service career cluster have a bright outlook and are expected to grow rapidly in the next several years, due to large numbers of job openings and the addition of new occupations.<sup>1</sup> United States jobs related to marketing and sales are expected to increase at a rate of 7.4% through the year 2024. The United States Department of Labor Bureau of Labor Statistics lists several careers in the area of marketing and sales that will experience significant growth to 2024, among them, Marketing Managers; Market Research Analyst and

<sup>1</sup> O\*Net Online on the Internet at <https://www.onetonline.org/find/industry?i=52&g=Go> (visited March 10, 2016).



Specialists; Sales Engineers; and Sales Representatives.<sup>2</sup> In addition, the Tennessee Department of Labor and Workforce Development includes Market Research Analysts and Specialists, Sales Managers, and Sales Representatives among the *Hot Careers to 2022*.<sup>3</sup> Jobs within the Marketing, Sales, and Service cluster, under which Marketing Management falls, will add the most jobs in Tennessee through 2018. This cluster, with two others, will account for 40% of all jobs in Tennessee by 2018.<sup>4</sup> **Figure 1** outlines career opportunities related to banking and finance along with the education level and work experience required for each.

**Figure 1**

Tennessee employment projections for marketing, sales, and related occupations with positive openings projected 2014 – 2022.<sup>5</sup>

Occupation	Average Annual Openings, 2014 – 2022	Total % Change, 2014 – 2022	Annual Median Wage, 2014	Level of Education	Minimum Work Experience Required
<b>Advertising and Promotions Managers</b>	40	8.40%	\$59,517	Bachelor's Degree	1 – 2 years
<b>Advertising Sales Agents</b>	80	5.40%	\$35,885	Bachelor's Degree	1 – 2 years
<b>Cashiers</b>	3,415	1.00%	\$18,446	High School Diploma	Entry level
<b>Market Research Analysts/ Specialists</b>	295	25.30%	\$49,739	Bachelor's Degree	2 – 5 years
<b>Marketing Managers</b>	115	11.40%	\$86,035	Bachelor's Degree	2 – 5 years
<b>Meeting, Convention, and Event Planners</b>	60	30.40%	\$37,135	Bachelor's Degree	Entry level
<b>Public Relations and Fundraising Managers</b>	50	10.40%	\$76,545	Bachelor's Degree	2 – 5 years
<b>Retail Salespersons</b>	3,585	5.10%	\$20,984	High School Diploma	Entry level
<b>Sales Engineers</b>	20	5.30%	\$86,211	Bachelor's Degree	1 – 2 years
<b>Sales Managers</b>	230	5.70%	\$81,495	Bachelor's Degree	2 – 5 years
<b>Sales Representatives</b>	345	10.80%	\$50,801	Bachelor's Degree	Entry level
<b>Supervisors of Retail Sales Workers</b>	845	1.50%	\$35,950	High School Diploma	1 – 2 years

<sup>2</sup> Bureau of Labor Statistics, U. S. Department of Labor, on the internet at [http://www.bls.gov/emp/ep\\_table\\_102.htm](http://www.bls.gov/emp/ep_table_102.htm) (visited March 2, 2016).

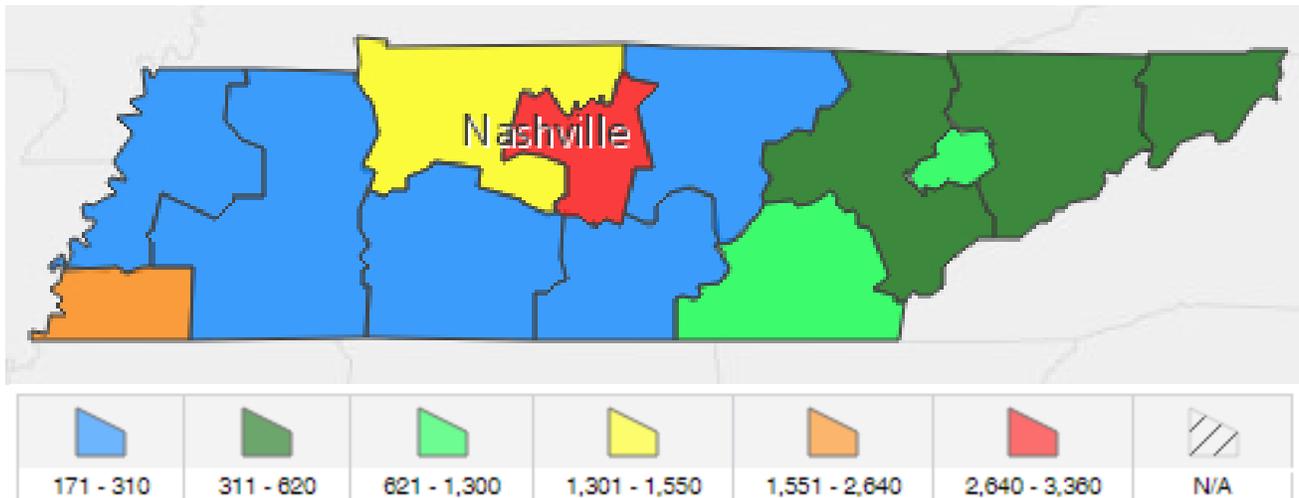
<sup>3</sup> Tennessee Department of Labor and Workforce Development on the internet at <https://www.tn.gov/workforce/topic/occupations-in-demand> (visited March 2, 2016)

<sup>4</sup> Georgetown University Center on Education and the Workforce. (2011). *Career clusters: Forecasting demand for high school through college jobs, 2008-2018: State-Level Analysis*. Washington DC: Carnevale, A. P., et al.

<sup>5</sup> Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj> (visited March 2, 2016)

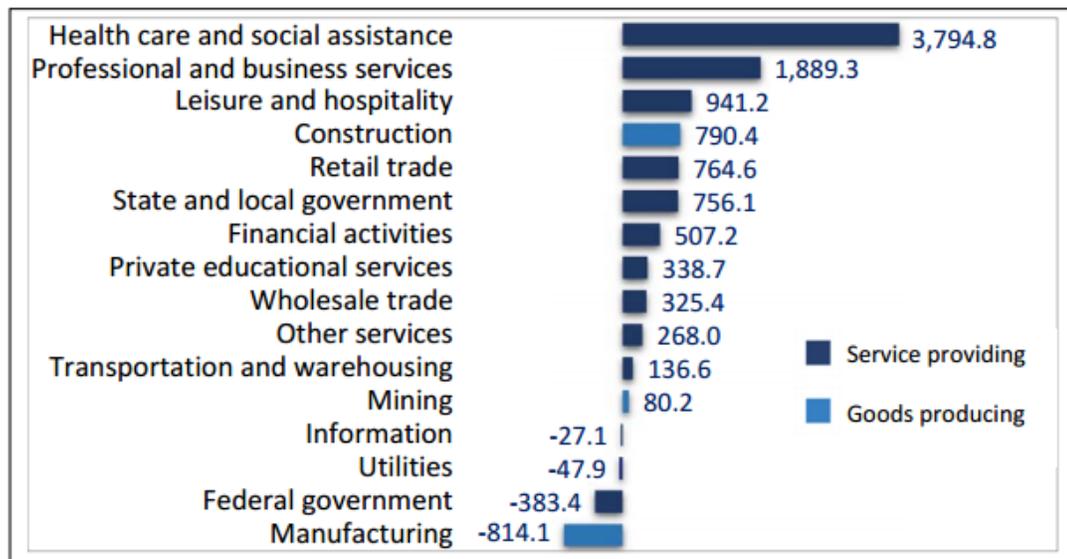
Job opportunities for marketing and sales related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 2** reflects that more professionals in the area of marketing and sales are employed in Nashville, Memphis, and Clarksville and other counties in the mid-Cumberland region than in surrounding areas. <sup>6</sup>

**Figure 2.** 2014 Estimate Employment



On a national level, the industry sector of Retail Trade, in which the Marketing Management POS would be included, is projected to show the fifth largest amount of growth in industry by 2024. This placement is well above the midrange for growth as compared to other industry sectors, as reflected in **Figure 3.** <sup>7</sup>

**Figure 3.** Employment change by industry sector



<sup>6</sup> Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj> (visited March 2, 2016)

<sup>7</sup> Bureau of Labor Statistics. [http://www.bls.gov/emp/ep\\_handout.pdf](http://www.bls.gov/emp/ep_handout.pdf)



### Current Secondary Landscape

In the 2014-15 School Year, 15,209 students were enrolled in a course within the Marketing Management POS as indicated in **Figure 4**.<sup>8</sup> Though some growth could be attributed to the development of the new course, Introduction to Business & Marketing, which now serves as the first year course for both of the programs of study in this career cluster, the number of students enrolled in marketing management-related courses for 2014-15 increased significantly from an enrollment of 11,229 students in 2013-2014. **Figure 5** shows 86 in the number of schools in 2015-2016, over the number of schools in 2014-15, that chose the Marketing Management POS as reflected by an analysis of open enrollment from both years.<sup>9</sup>

**Figure 4.** Student Enrollment 2014-15

Introduction to Business & Marketing	Marketing and Management I: Principles	Marketing and Management II: Advanced Strategies	Advertising and Public Relations -or- Retail Operations -or- Event Planning & Management
3969	8428	1624	1188

**Figure 5.** Open Enrollment Figures

Marketing Management	2014-15 Open Enrollment Selections	2015-2016 Open Enrollment Selections
	75	86

### Postsecondary Opportunities

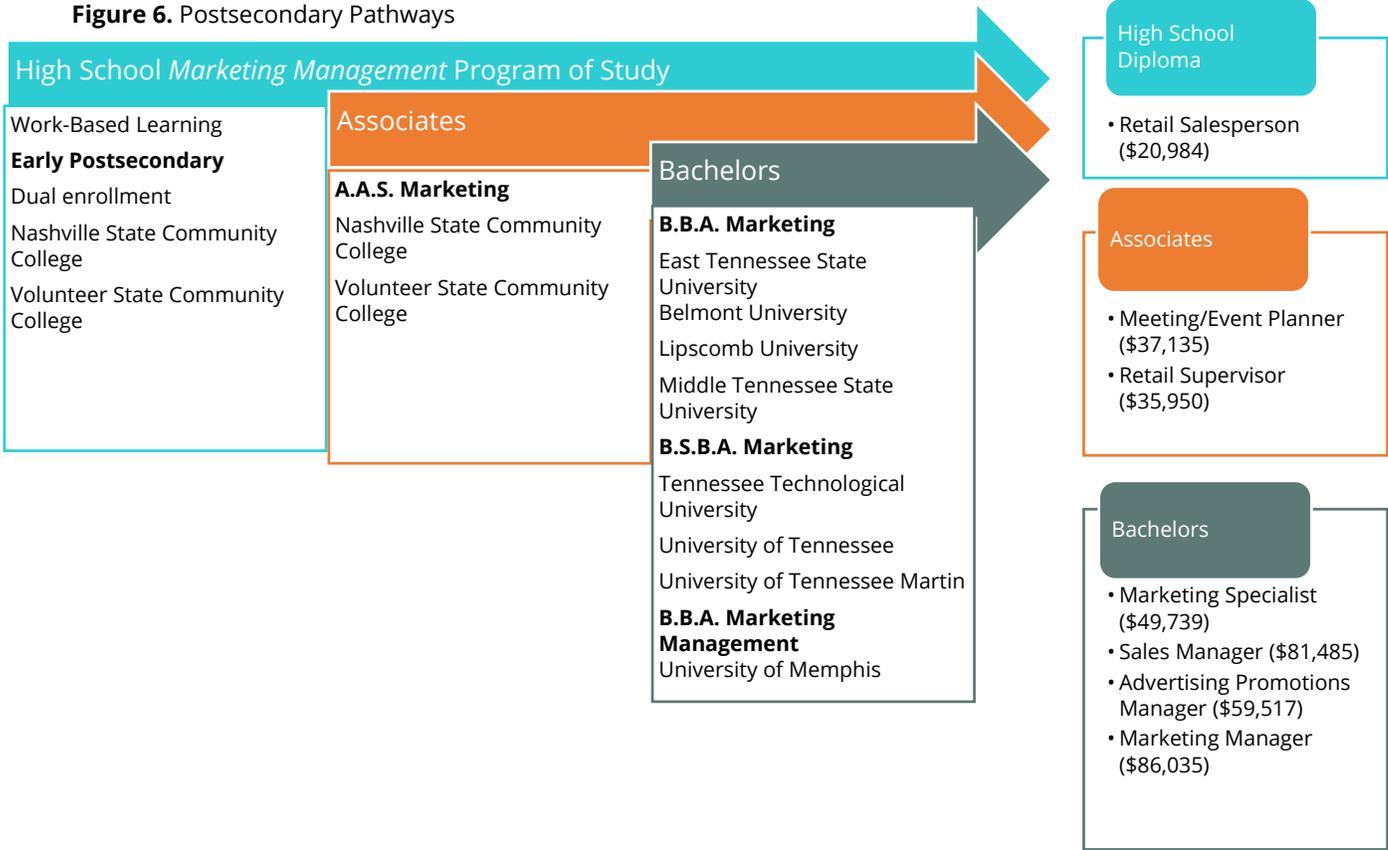
Upon completion of this POS, students will be prepared to further their training at technical schools and universities in the areas of marketing and marketing management, among others. **Figure 6** outlines the related career opportunities and the training necessary for each. Whereas a few occupations require a high school diploma only, most occupations in the area of marketing management require a minimum of a bachelor’s degree. Occupations in the Marketing, Sales, and Service cluster offer significantly higher salaries to employees with a minimum of a Bachelor’s degree.<sup>10</sup> **Figure 7** reflects that nearly 60% of occupations in the career cluster of Marketing, Sales, and Service will require at least a Bachelor’s degree by 2018. Postsecondary institutions in Tennessee offer marketing and sales degree programs in many areas, among them: Marketing and Marketing Management.

<sup>8</sup> Tennessee Department of Education. (2015). *Student Enrollment Data*. Based on author’s calculation of student enrollment data.

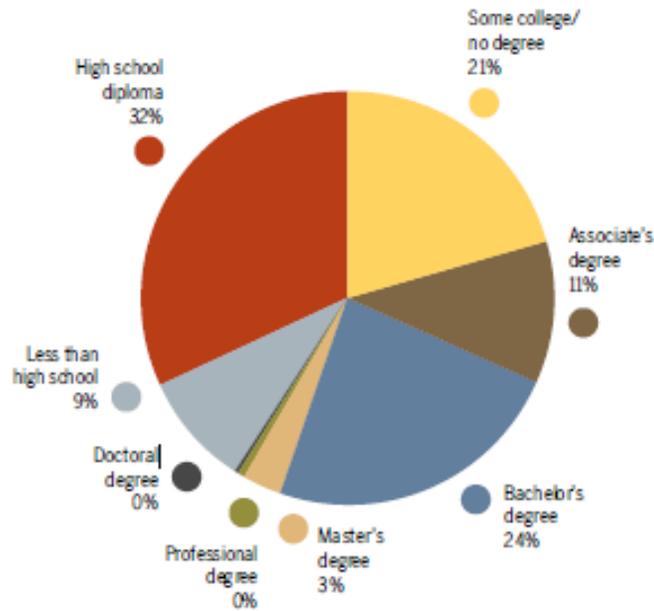
<sup>9</sup> Tennessee Department of Education. (2015). *Open Enrollment Figures*. Based on author’s analysis of open enrollment figures.

<sup>10</sup> Georgetown University Center on Education and the Workforce. (2011). *Career clusters: Forecasting demand for high school through college jobs, 2008-2018*. Washington DC: Carnevale, A. P., et al.

**Figure 6.** Postsecondary Pathways



**Figure 7.** Educational requirements for jobs (nationally) in Marketing, Sales, and Service in 2018





### Recommendations

The strength and projected growth of marketing and sales-related occupations in Tennessee will provide significant career opportunities in this field. Many of these occupations are regionally concentrated and most require a minimum of a Bachelor’s degree, though some occupations hire employees who have only a high school diploma with no postsecondary coursework. One area of special importance with regard to changes in the marketing field is the use of social media for marketing and the inherent changes in marketing strategy associated with marketing to centennials (early to late teens). A modification in the course standards for Marketing I: Principles to incorporate more information regarding the use of social media for marketing and the best strategies to use for target audiences (particularly centennials) is strongly suggested. Because of the comparative stability and continued growth in the marketing and sales field with regard to postsecondary requirements and job openings, no further changes to the program of study are recommended at this time.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Marketing Management</b>	Introduction to Business & Marketing (5905)	Marketing and Management I: Principles <sup>1</sup> (5931)	Marketing and Management II: Advanced Strategies (5932) -or- <b>Dual Enrollment</b> Marketing Management (4121)	Advertising and Public Relations (5936) -or- Retail Operations <sup>1</sup> (5938) -or- Event Planning & Management (6168) -or- <b>Dual Enrollment</b> Marketing Management (4121)



## References

Georgetown University Center on Education and the Workforce. (2011). *Career clusters: Forecasting demand for high school through college jobs, 2008-2018: State-Level Analysis*. Washington DC: Carnevale, A. P., Green, K. A., Kotamraju, P., Smith, N., Steuernagel, B., Stone, J. R.

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United States Department of Labor, Bureau of Labor Statistics. (2015). *Employment projections handout*. Retrieved from [http://www.bls.gov/emp/ep\\_handout.pdf](http://www.bls.gov/emp/ep_handout.pdf)

United States Department of Labor, Employment and Training Administration. (2014). *Browse by career cluster: Business management and administration*. Retrieved from <https://www.onetonline.org/find/career?c=4&g=Go>

# Entrepreneurship

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Entrepreneurship</b>	Introduction to Business & Marketing (5905)	Marketing and Management I: Principles (5931)	Entrepreneurship (5934)	Business & Entrepreneurship Practicum (6159) -or- Virtual Enterprise International (5900)

## Description

The Entrepreneurship program of study is designed to prepare students who want to start, own, and operate their own business. While entrepreneurs have always been the backbone of the United States economy, they are even more important since the most recent recession in 2008. Recognizing this, the purpose of the Entrepreneurship program of studies is to help young innovators at the secondary level begin to develop and equip themselves with the practical skills and knowledge needed to successfully launch and maintain small businesses as entrepreneurs. Subject matter in the Entrepreneurship program of studies is arranged around sequenced, progressive courses that provide students with the opportunity to develop a holistic understanding of business and organizational systems and how they are utilized in the startup and maintenance of an independent small business. Course content centers on concepts in business, finance, and marketing; social responsibility and ethics; the marketing mix; economics; market research; product development; and the role of marketing in business. Proficient students will understand the role of entrepreneurship; entrepreneurship potential; business plan development; and marketing, operations, and financials for small businesses. Upon completion of this POS, students will be prepared to start and successfully maintain their own small business. Students may gain job experience while still in high school through local Career and Technical Students Organization (CTSO) competitions and through opportunities in work-based learning.

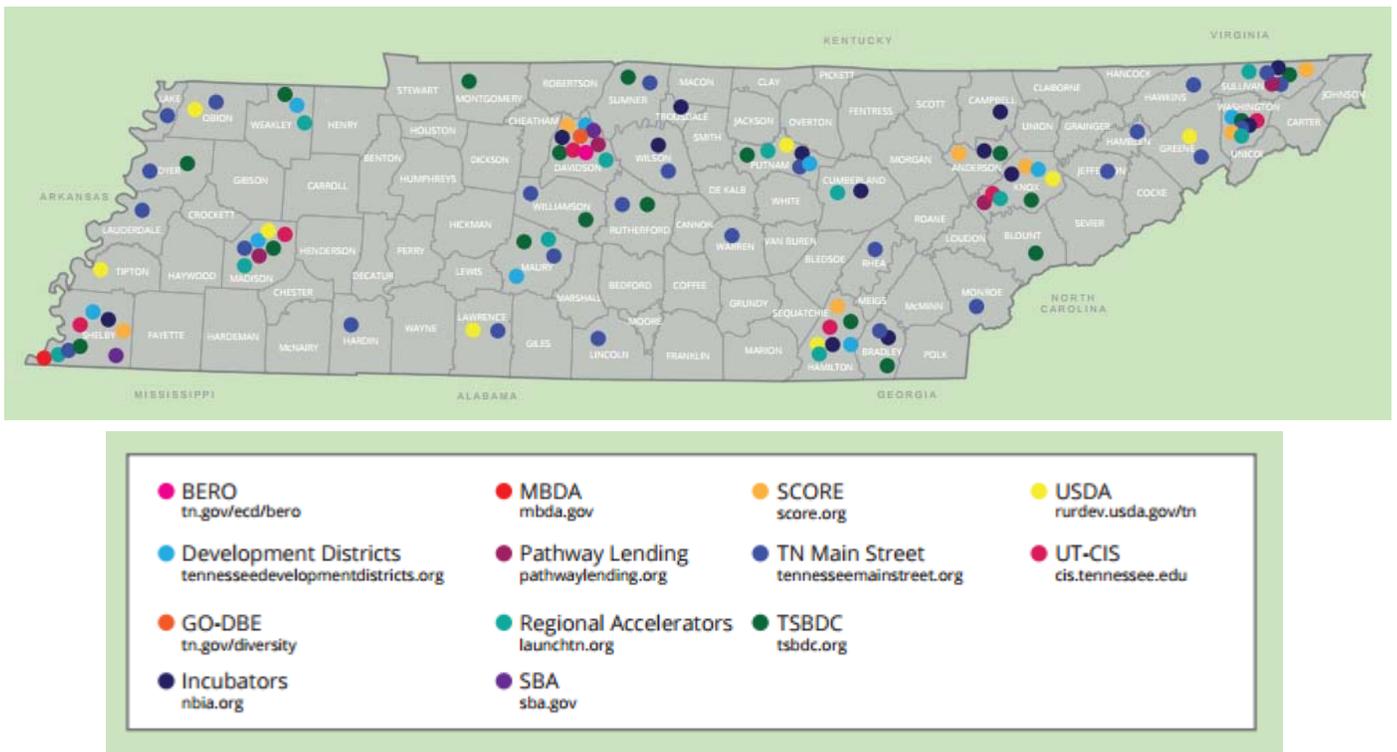
## Job Outlook

There are 28.2 small businesses in the United States, over three fourths of which are non-employers (businesses without employees). Small businesses comprise 63% of net new private sector jobs and they hire 37% of high-tech workers in the United States. Small firms accounted for 63% of the net new jobs created between 1993 and mid-2013 (or 14.3 of the 22.9 million net new jobs). Since the end of the most recent recession (from mid-2009 to mid-2013), small firms accounted for 60% of the net new jobs. Small firms in the 20 – 499 employee category led job creation during this time period.<sup>11</sup> In 2015, 5,440 (5.44%) of every 100,000 adults (down slightly from 5.84% in 2014) in Tennessee owned a small business as their primary job. Established small businesses (those over the age of five years and employing at least one, but less than 50, employees) in 2015, existed at a rate of 829.3 per 100,000 people in Tennessee. As of 2012,

<sup>11</sup> Small Business Administration on the Internet at [https://www.sba.gov/sites/default/files/advocacy/FAQ\\_March\\_2014\\_0.pdf](https://www.sba.gov/sites/default/files/advocacy/FAQ_March_2014_0.pdf) (visited March 28, 2016).

48.9% of all small businesses in Tennessee perform day-to-day operations with 1 – 4 employees.<sup>12</sup> Because there is a strong tradition of entrepreneurship in Tennessee, organizations such as Launch Tennessee have been created with a mission to make Tennessee the number one place to start and grow a business.<sup>13</sup> Small businesses can exist in any career cluster area and span a broad range of areas of specialty and expertise. Among the small businesses operated by entrepreneurs in Tennessee are auto body repair shops, massage therapy service establishments, landscaping and grounds maintenance businesses, funeral homes and related service establishments, auto service shops, hair and nail salons, construction contracting businesses, graphic designs shops, HVAC installation and repair shops, marriage and family therapy service organizations, and general maintenance/repair (handyman) service shops. In these specific areas of small business, opportunities for work are expected to increase at a rate of 9.1% through 2024.<sup>14</sup> Multiple resources such as the Small Business Administration, Tennessee Main Street, and Tennessee Small Business Development Centers are available for small business owners in all regions of the state, as reflected in **Figure 1**.<sup>15</sup>

**Figure 1.** Resources in Tennessee for entrepreneurs and small business owners



**Figure 2** outlines career opportunities related to each of the aforementioned areas where small businesses exist, along with the education level and work experience required for each.

<sup>12</sup> Ewing Marion Kauffman Foundation on the internet at <http://www.kauffman.org/microsites/kauffman-index/profiles/state?State=Tennessee&Report=MainStreet> (visited on March 28, 2016)

<sup>13</sup> Launch Tennessee on the internet at <http://launchtn.org/entrepreneurship/> (visited on March 28, 2016)

<sup>14</sup> Bureau of Labor Statistics, U. S. Department of Labor on the internet at [http://www.bls.gov/emp/ep\\_table\\_102.htm](http://www.bls.gov/emp/ep_table_102.htm) (visited March 28, 2016).

<sup>15</sup> Tennessee Small Business Resource map on the internet at <http://www.tn.gov/assets/entities/ecd/attachments/SmartStartMap.pdf>



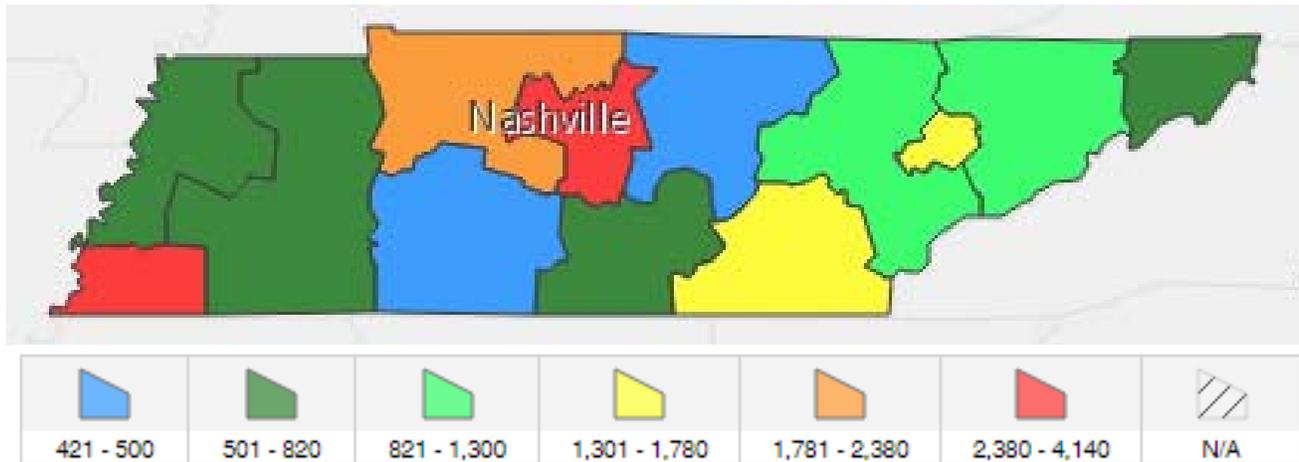
**Figure 2.** Tennessee employment projections for entrepreneurs in several areas of specialty with positive openings projected 2014 – 2022.<sup>16</sup>

Occupation	Average Annual Openings, 2014 – 2022	Total % Change, 2014 – 2022	Annual Median Wage, 2014	Level of Education	Minimum Work Experience Required
<b>Automotive Body Repairers</b>	75	3.80%	\$38,594	High School Diploma	1 – 2 years
<b>Automotive Service Technicians and Mechanics</b>	420	3.00%	\$35,019	High School Diploma	1 – 2 years
<b>Construction Trades Workers</b>	2,535	10.80%	\$27,528	High School Diploma	1 – 2 years
<b>Graphic Designers</b>	115	0.20%	\$40,603	Bachelor's Degree	2 – 5 years
<b>Hairdressers, Hairstylists, and Cosmetologists</b>	415	17.40%	\$23,626	Postsecondary Certificate	Entry level
<b>HVAC and Refrigeration Mechanics and Installers</b>	275	10.90%	\$38,948	Postsecondary Certificate	1 – 2 years
<b>Landscaping and Grounds Workers</b>	985	10.60%	\$23,969	Postsecondary Certificate	1 – 2 years
<b>Maintenance and Repair Workers (Handyman)</b>	880	7.70%	\$35,737	High School Diploma	1 – 2 years
<b>Manicurists and Pedicurists</b>	25	21.30%	\$21,683	High School Diploma	Entry level
<b>Marriage and Family Therapists</b>	25	5.40%	\$34,310	Master's Degree	Entry level
<b>Massage Therapists</b>	60	16.60%	\$35,321	Postsecondary Certificate	1 – 2 years
<b>Morticians, Undertakers, and Funeral Directors</b>	35	14.30%	\$45,142	Associate's Degree	Entry level
<b>Photographers</b>	65	14.30%	\$45,142	High School Diploma	2 – 5 years

<sup>16</sup> Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj> (visited March 2, 2016)

Job opportunities for entrepreneurs are available across the state of Tennessee, but tend to follow population trends and therefore are most plentiful in urban and surrounding areas in Tennessee. **Figure 3** reflects that there are more entrepreneurs and small business owners in Nashville, Chattanooga, Memphis, and Clarksville and other counties in the mid-Cumberland region than in surrounding areas. <sup>17</sup>

**Figure 3.** 2014 Estimated Employment



On a national level and in Tennessee, there are many kinds of small businesses and opportunities for entrepreneurs. From a national perspective, small businesses are categorized as either home-based, franchise, sole proprietorships, corporations, businesses with employees or businesses without employees, as reflected in **Figure 4**. <sup>18</sup>

**Figure 4.** Kinds of small businesses in the United States

Kind of Business	Share of All Businesses (percent)
Home-based business	52.0
Franchise	2.0
Sole proprietor	72.1
Corporation	18.5
Employer business	20.1
Nonemployer (business without employees)	79.9

<sup>17</sup> Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj> (visited March 2, 2016)

<sup>18</sup> Bureau of Labor Statistics. [http://www.bls.gov/emp/ep\\_handout.pdf](http://www.bls.gov/emp/ep_handout.pdf)



### Current Secondary Landscape

In the 2014-15 School Year, 15,042 students were enrolled in a course within the Entrepreneurship POS as indicated in **Figure 4**.<sup>19</sup> Though some growth could be attributed to the development of the new course, Introduction to Business & Marketing, which now serves as the first year course for both programs of study in this cluster, the number of students enrolled in entrepreneurship-related courses for 2014-15 increased significantly from an enrollment of 11,622 students in 2013-2014. **Figure 5** shows a slight decrease in the number of schools in 2015-2016, over the number of schools in 2014-15, that chose the Entrepreneurship POS as reflected by an analysis of open enrollment from both years.<sup>20</sup>

**Figure 4.** Student Enrollment 2014-15

Introduction to Business & Marketing	Marketing and Management: Principles	Entrepreneurship	Business Entrepreneurship Practicum -and/or- Virtual Enterprise International
3969	8428	1858	787

**Figure 5.** Open Enrollment Figures

Business Management	2014-15 Open Enrollment Selections	2015-2016 Open Enrollment Selections
	64	61

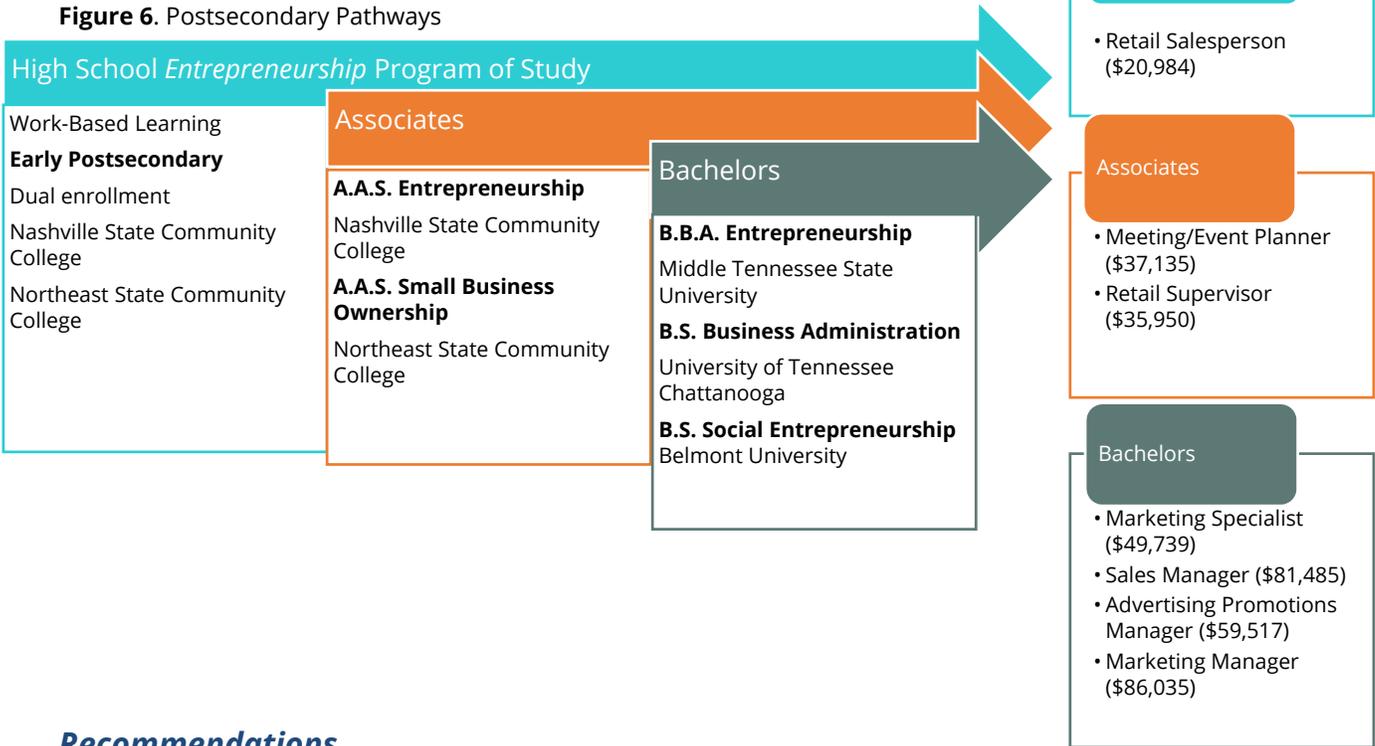
### Postsecondary Opportunities

Upon completion of this POS, students will be prepared to further their training at technical schools and universities in any area in which they would like to specialize as an entrepreneur. In addition, the University of Tennessee, University of Memphis, Middle Tennessee State University, and Belmont University all have nationally recognized programs with degrees or concentrations available in Entrepreneurship. **Figure 6** outlines some of the career opportunities for small business owners and the training necessary for each. Whereas many occupations for entrepreneurs and small business owners require a high school diploma and postsecondary certification only, many small business owners would benefit from obtaining a bachelor’s degree and/or master’s degree.

<sup>19</sup> Tennessee Department of Education. (2015). *Student Enrollment Data*. Based on author’s calculation of student enrollment data.

<sup>20</sup> Tennessee Department of Education. (2015). *Open Enrollment Figures*. Based on author’s analysis of open enrollment figures.

**Figure 6.** Postsecondary Pathways



**Recommendations**

The projected growth of opportunities for entrepreneurs and small business owners will provide significant career opportunities for those people who want to own their own business. Numbers of small business owners are regionally concentrated, generally based on population density, and most require a minimum of a high school diploma and postsecondary certificate, though small business owners in many occupations would benefit from having a Bachelor’s and/or Master’s degree. Because of the comparative stability and continued growth in the area of entrepreneurship and small business ownership with regard to postsecondary programs and business startup opportunities available, no further changes to the program of study are recommended at this time.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Entrepreneurship</b>	Introduction to Business & Marketing (5905)	Marketing and Management I: Principles <sup>1</sup> (5931)	Entrepreneurship <sup>1</sup> (5934) -or- <b>Dual Enrollment</b> Entrepreneurship (4122)	Business & Entrepreneurship Practicum (6159) -or- Virtual Enterprise International <sup>1</sup> (5900) -or- <b>Dual Enrollment</b> Entrepreneurship (4122)



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