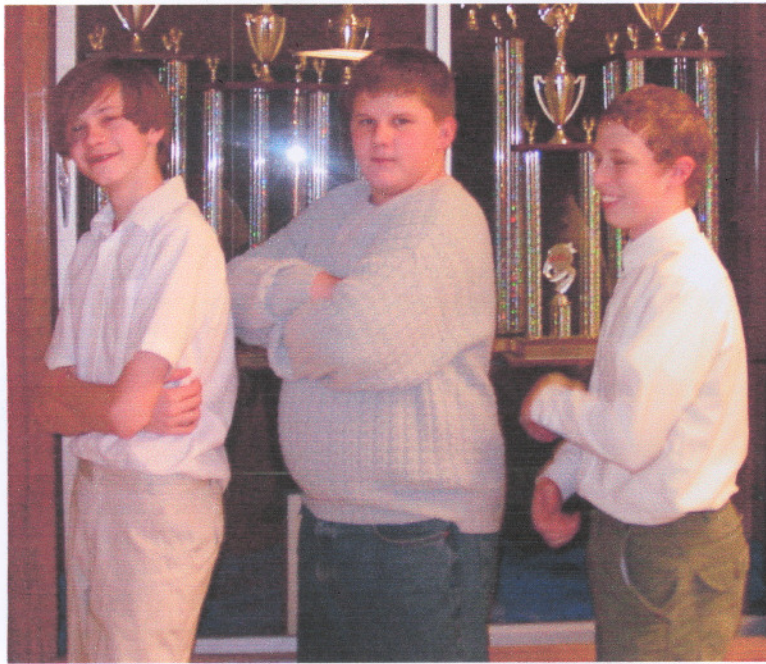




MARKETING/ADVERTISING

MARKETING/ PUBLIC RELATIONS TRACK For those who are creative and persuasive.	Marketing/ Advertising 1 cr. Grades 10 – 12 #5120 <i>(3 crs. from SUNY Farmingdale.)</i>	Sports Marketing 1/2 cr. Grades 9 – 12 #5160	Fashion Marketing 1/2 cr. Grades 9 – 12 #5130 <i>(3 crs. from Laboratory Institute of Merchandising.)</i>	Fashion Apparel and Accessories 1/2 cr. Grades 9 – 12 #5135 <i>(3 crs. from Laboratory Institute of Merchandising.)</i>	E-Commerce & Entrepreneurship 1 cr. Grades 10 – 12 #5110 <i>(6 crs. from LIU Southampton)</i>
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What Do Apprentices' Study in College?

- Business Administration with a minor in advertising, marketing or communications (public relations).
- E-Commerce/Entrepreneurship
- Fashion Marketing/Buying
- Sports Marketing
- Recreation Leadership
- Community and Outdoor Recreation
- Accounting
- Retail Business Management
- Graphic Design
- Interior Design
- Psychology
- Human Resources
- Radio and Television Production
- Sales Management

Education Level	Marketing Apprentices	Typical Entry-Level Salaries
High School	Office assistant, marketing assistant, sales associate, telemarketer, stock clerk, receptionist, web designer.	\$7—\$8 an hour; \$14—\$16,000.
2 yr. A.A.S. Degree	Administrative assistant, assistant account executive, assistant buyer, window display person, assistant store manager, graphic artist.	\$9—\$12 an hour; \$18—\$24,000.
4 yr. B.S. Degree	Public relations associate, marketing/advertising associate, product planner, research associate, account executive; media specialist, traffic coordinator, operations manager, ticket sales associate, graphic artist/website designer.	\$13—\$20 an hour; \$26—\$40,000.



These courses are good for non-business majors who wish to study: Journalism, Publishing, Mass Communication, Music, Performing Arts, Photography and Political Science.