



GLENCOE HIGH SCHOOL MARKETING

INSTRUCTOR:

KYLE TOLZMAN

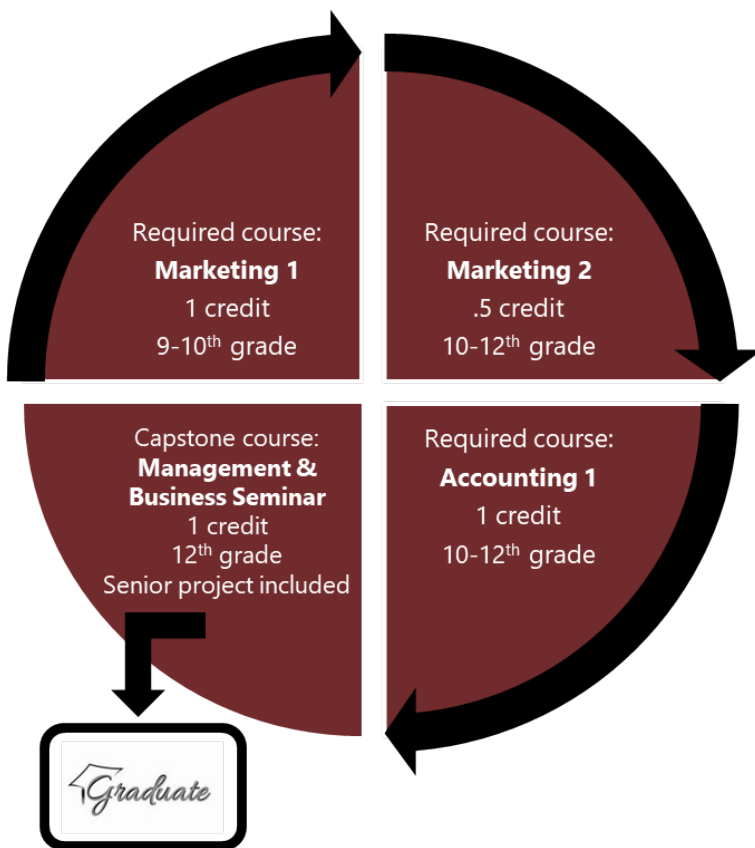
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For students interested in:

- Entrepreneurship
- Marketing
- Merchandising
- Sports marketing
- Social media marketing
- Advertising

SEQUENCE OF COURSES

Please refer to HSD course catalog for more information



PATHWAY TEACHES

STUDENTS TO:

- Understand the importance of marketing and promotion in the sales cycle
- Plan, manage and run student based business enterprises during the school day
- Learn the work flow of a startup entrepreneur
- Learn a variety of software solutions to common business problems
- Create a business plan from business ideas of the student's choice
- Improve speaking and presentation skills
- Understand how to use social media and digital marketing to effectively drive additional revenue

CAREER POSSIBILITIES & SALARY RANGES

• Accountant	\$51,958- \$80,683
• Advertising Manager	\$82,757- \$113,691
• Credit Analyst	\$55,723- \$89,710
• Financial Manager	\$77,522- \$137,862
• Event Planner	\$37,627- \$59,093
• Public Relations Manager	\$39,603- \$77,771
• Budget Analyst	\$60,070- \$83,512

SOME LOCAL COLLEGES & MAJORS

- **PCC**– Associate of Applied Science: Management or Marketing, One-year Certificate: Marketing
- **OSU**– Bachelors of Science: Business Management, Economics, Management, Marketing or Merchandising Management
- **PSU**– Bachelors of Arts: Advertising Management or Marketing
- **U of O**– Bachelors of Science: Advertising, Business Administration, Economics or Public Relations

POTENTIAL LOCAL EMPLOYERS

- **Intel**
- **Qorvo**
- **Genentech**
- **Oracle America**
- **Micron Laser Technology**
- **Adidas**
- **First Tech Credit Union**
- **Adobe Systems Inc.**
- **Synopsys**
- **Thermo Fisher Scientific**
- **Nike**

To learn more about career and college opportunities, make an appointment with your counselor 503-844-1900 ext. 3504