



MARKETING



PROGRAM DETAILS

Career Cluster: Marketing & Sales

Credentials Offered: Rise-Up Retail Credentials

COURSE SEQUENCE

Year 1: Marketing 1-2

Year 2: Marketing 3-4

Year 3: Marketing 5-6

Year 3: Marketing 7-8

LOCAL INDUSTRY EMPLOYMENT GROWTH FOR 2026

0.3 %

CAREER & TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA

MARICOPA COUNTY OCCUPATIONAL DATA (CAREER/MEAN INCOME)

Business Operations

\$94,466

Market Research Analyst

\$78,303

Advertising Manager

\$123,702

Marketing Manager

\$154,800

Sales Manager

\$160,649

Fundraising Manager

\$126,538



DECA

Source: AZ Office of Economic Opportunity 2025