

# Career Pathway

## Marketing

Career pathways allow you to come in and out of college and build your education as you plan your career advancement.

As you enter a career pathway, your classes build toward industry-recognized certificates, diplomas or degrees that give you additional employment options.

### Start Here

Adult Learner  
High School Students

GED/HSED Students  
Credit for Prior Learning

Military Veteran  
Displaced Worker

### Sales Specialist Less Than 1 Year Technical Diploma

30-104-7

**CAMPUS**  
Appleton, Oshkosh, Online

**CREDITS** 10

**POTENTIAL CAREERS**  
Sales Representative

**POTENTIAL STARTING WAGES**  
\$11.70 - \$20.87

### Digital Marketing 1 Year Technical Diploma

31-104-5

**CAMPUS**  
Appleton, Oshkosh, Online

**CREDITS** 26

**POTENTIAL CAREERS**  
Social Media Specialist, Email  
Specialist, E-Commerce  
Coordinator, Marketing  
Analyst

**POTENTIAL STARTING WAGES**  
\$12.63 - \$16.14

### Marketing Associate Degree (AAS)

10-104-3

**CAMPUS**  
Appleton, Oshkosh, Online

**CREDITS** 63

Sales Specials Technical  
Diploma + 53 Credits or Digital  
Marketing Technical Diploma  
+ 37 Credits

**POTENTIAL CAREERS**  
Account Manager, Marketing  
Specialist, Customer Service  
Representative,

**POTENTIAL STARTING WAGES**  
\$29.49 - \$35.51

### Bachelor's Degree

Transfer credits via existing articulation agreements with our  
partners such as:

UW – Oshkosh, UW – Green Bay, UW – Stout  
Lakeland University, Marian University

**LEARN MORE:** [www.fvtc.edu/4Year](http://www.fvtc.edu/4Year)