

MARKETING



PATHWAYS PROGRAMS

“AN INVESTMENT IN KNOWLEDGE
PAYS THE BEST INTEREST”

-BENJAMIN FRANKLIN

MARKETING PATHWAYS

The Marketing Pathway is a great fit for someone who is creative and enjoys translating emotions and thoughts in a visual way. The Marketing Pathway also supports those who are more analytic thinkers with an emphasis in Marketing Analytics. Candidates will create an original marketing campaign geared around a product or service offered by Drift Net and based on their experience in an associate position. Candidates will need to create the visual campaign as well as provide the analytics support for their campaign and present their work at a Marketing Showcase.

GRAPHIC DESIGN

MARKETING ANALYTICS

PUBLIC RELATIONS

CONTENT CREATION

SALES



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SALES PATHWAY

The Sales Pathway is a great fit for someone who enjoys talking to people and solving problems. The Sales Pathway is for someone who wants to get a greater understanding of the mechanics of negotiation, sales strategy, brand management, and solutions development. Candidate will travel on-site to schools to meet with clients and provide services. Candidates will engage with clients to craft solutions and ensure needs fulfillment. They will present their solution package sold to a client at a Sales Showcase.