

**Advertising & Promotion**  
**Standard 5: Students will understand**  
**careers available in the advertising &**  
**promotion industry**

Use the PowerPoint to fill in the missing words

**Marketing Occupational Careers**

❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ **Fashion Merchandising**

❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ **Importing/Exporting**

❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ **Marketing Research**

❖ \_\_\_\_\_

❖ \_\_\_\_\_

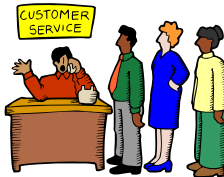
❖ \_\_\_\_\_

❖ \_\_\_\_\_

❖ **Real Estate**

❖ \_\_\_\_\_

❖ \_\_\_\_\_



❖ **Sales/Service Management**

❖ \_\_\_\_\_

**Job Levels in Marketing**

☼ \_\_\_\_\_ – Usually require no prior experience or training, limited decision making

☼ \_\_\_\_\_ – require higher level of skill

☼ **Marketing Specialists**- must show leadership ability and decision making skills

☼ **Marketing Supervisors** – must have good management skills and excellent marketing skills

☼ \_\_\_\_\_ – top level, capable of running an entire business. Highly skilled in all areas

**Common Personal Trait Characteristics for Marketing Jobs**

\* **Articulate clearly**

\* \_\_\_\_\_

\* **Be personable**

\* \_\_\_\_\_

\* **Possess a competitive spirit**

\* \_\_\_\_\_

\* **Able to multi-task**

\* \_\_\_\_\_

\* **Be results oriented**

\* **Possess strong interpersonal skills**

\* **Possess effective communication and analytical skills**

### What can I do with a degree in marketing?

With a degree in marketing you can go on to a successful career in:

- ✿ \_\_\_\_\_
- ✿ product management
- ✿ purchasing
- ✿ \_\_\_\_\_
- ✿ sales management
- ✿ market research
- ✿ \_\_\_\_\_

### What will I learn?

Successful marketers are specialists who understand buyer behavior and buyer decision making. As a marketing major, you will learn that effective marketing strategies and programs are anchored in:

- ✿ product development (designing goods and services that customers prefer)
- ✿ \_\_\_\_\_ (selling and telling customers about the benefits of a company's goods and services)
- ✿ \_\_\_\_\_ (ensuring goods and services are available where and when customers want them)
- ✿ \_\_\_\_\_ (creating real value for customers)
- ✿ marketing research (finding out what customers want and prefer)

### What Are CTE Pathways?

CTE Pathways are \_\_\_\_\_ programs of study to assure strong academic and technical preparation providing students with critical learning and hands-on skills.

There are 4 CTE Pathways in Marketing:

- 1) Marketing \_\_\_\_\_
- 2) Marketing \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

### CTE High School to College Pathways

Students who focus on a Marketing Pathway acquire the skills necessary for entry into well-paid careers with high



potential for rapid financial growth, increased levels of responsibility, and a high degree of personal satisfaction.

Find more information at:  
<http://www.schools.utah.gov/cte/pathways.html>

### Now what???

Post-secondary degrees & certifications

### University – Sample Degrees Available

- ☆ \_\_\_\_\_
- ☆ Sales & Merchandising
- ☆ Entrepreneurship
- ☆ Sales & Service Technology
- ☆ \_\_\_\_\_ Sales
- ☆ Advertising & Promotion
- ☆ Computer Design Graphics

### Applied Technology Colleges – Sample Certifications Available

- ☆ Media Design Technology
- ☆ Business Technology
- ☆ Web & Graphic Design

Check to see if concurrent enrollment credit is applicable.



**How to Develop a Career Plan**

✿ Steps in order:

1. Research \_\_\_\_\_  
Opportunities
2. \_\_\_\_\_
3. Develop an education/professional  
development plan
4. Carry out a plan of action ( \_\_\_\_\_  
chart, road \_\_\_\_\_)