

Nontraditional Careers in Marketing

Men:

> Demonstrator and Product Promoter

For a complete list of nontraditional careers, for men and women in marketing, refer to the career charts in the 2010 *Utah Student Guide to Career Planning*.

“Through CTE I learned how to market creatively and how quality and customer service are very important to having a good business.”

Natalie Tucker, Marketing student

Women:

> Driver/Sales Worker

Occupations in Marketing

Marketing Entrepreneurship

Inventor, Retail Owner/Operator, Sales and Service Owner, Venture Capitalist

Marketing Management

Advertising Account Executive, Advertising Production Manager, Brand Manager, Marketing Manager, Market Research Analyst, Promotions Manager, Public Relations Account Executive

Sales and Service Marketing

Merchandising Displayer, Purchasing Agent, Purchasing Manager, Retail Sales Manager, Sales Department Coordinator, Wholesale/Retail Broker or Buyer

Travel and Tourism

Concierge, Cruise Director, Event Planner, Host/Hostess, Hotel Manager, Lodging Manager, Tour Guides, Travel Agent, Travel Clerk, Waiter/Waitress

Break free of the traditions and barriers that limit your choices.

What's stopping you? Be different! Try something new!

Is a nontraditional career in your future?

Marketing

DEVELOPING FUTURE LEADERS IN MARKETING AND MANAGEMENT



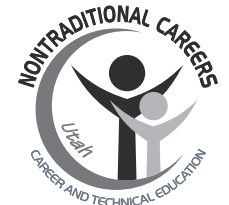
Talk to your school counselor
about a nontraditional career in marketing.

Break free of the barriers that limit your career choices.

www.UtahCTE.org



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MARKETING EDUCATION

Nontraditional Careers

Did you know a nontraditional career is any occupation in which women or men comprise 25 percent or less of its total employment?

Nontraditional jobs are attractive because they generally offer higher entry-level wages.

Choosing a nontraditional career path can mean:

- > Greater job satisfaction.
- > Higher wages and better benefits.
- > Great advancement opportunities.
- > Economic self-sufficiency.
- > Broader job opportunities.
- > Freedom to pursue a career related to your interests and abilities.

BREAK with tradition and explore a nontraditional career!

A Career in Marketing

Marketing is an expansive field that covers industries from advertising to travel and tourism, from retail to sports and entertainment, from real estate to Internet marketing. As people do everything from shopping and dating to trading stock and taking classes on the Internet, e-commerce is only going to get bigger. As a result, the acceleration of the Internet has made marketing a rapidly growing field. In fact, it is estimated that worldwide over 30 percent of all workers work in some area of marketing.

Below are the four Career and Technical Education (CTE) Pathways in Marketing Education:

- Marketing Entrepreneurship
- Sales and Service Marketing
- Marketing Management
- Travel and Tourism

Career and Technical Education Pathways

High school is a great time to try out a wide range of Career Pathways by enrolling in CTE courses. As an added bonus, you will be developing work-related skills that can be put to immediate and profitable use.

CTE provides courses and Pathways consistent with industry training and certification, thus providing depth and meaning for both visual and hands-on learning and education that can be applied in today's job market.

Through participation in CTE, Marketing Education can guide you as you take courses in your chosen Pathway.

By taking Marketing courses, you will learn how to develop, price, place, and promote products in the right business setting. You will also gain an important foundation of knowledge and skills necessary for continuing your education in marketing.

Employment and Outlook

In 2008, advertising, marketing, promotions, public relations, and sales managers held approximately 623,000 jobs in the United States; such positions are found in practically every industry.¹

Job opportunities in marketing will vary by specialty. In Utah, overall employment for careers in advertising, marketing, promotions, public relations, and sales managers are expected to increase by 2.9 percent through the year 2016.²

The majority of job openings will result from those leaving the occupation or retiring. Employers will seek workers who have the skills and abilities to conduct new types of advertising, marketing, promotion, public relations and sales campaigns involving new media, particularly the Internet.

Training and education beyond high school are important for success in a career in marketing. Whether you choose a one-year certificate, a two-year associate or technical degree, a four-year bachelor's degree, or an advanced degree will depend on your career path. **The choice is yours!**

Three percent of advertising agency creative directors are women.³

UtahFutures

Log on to UtahFutures.org to learn more about a career in marketing. From the home page, click on the "occupations" option to find an occupation that interests you and link to the description for that occupation. Check out employment opportunities, working conditions, outlook, skills and abilities, and wages for your selected occupation.

Is a nontraditional career in your future?



¹ U.S. Bureau of Labor Statistics

² Utah Department of Workforce Services

³ She-conomy.com