

Nontraditional Career Brochures Activitiy #10 – Make an Advertisement

Objectives:

1. Students will explore education and training in the High School to College and Career Pathways related to nontraditional careers by creating an advertisement for a career.

Time: 45-50

Main Curriculum Tie:

Career Connections: Nontraditional Careers

Materials:

Background for Teacher:

Pathways are programs of study in the CTE areas that help students make a connection with their future career goals and interests. They help guide students to gain information about careers, education requirements and training opportunities. As student understand their interests and career directions they can take required courses and electives while in high school and plan for post high school training and education. They also promote skill development in academics and real-world problem solving.

Teachers use Pathways to educate students about their future opportunities. Pathways help students see what programs are available and encourage them in the direction of their career goals.

Pathway chart and training

Student Prior Knowledge: Students should have information about the CTE Pathways and how they help guide them in their high school course choices as well as direction for post high school opportunities.

Intended Learning Outcomes: Students will identify nontraditional careers that they are interested in learning more about. Students will use the nontraditional careers brochures to gain more information about these careers.

Instruction Procedures:

Students will create an advertisement for a nontraditional career. It could be visual, acted out, a PowerPoint, musical, etc. The advertisement should include the following information about a nontraditional career:

1. Career title
2. Why is this career considered a nontraditional career?
3. What CTE Pathway and CTE Program Area is the career included in?
4. What does an individual do on the job for this career?
5. What are the working conditions for this career?
6. What is the future outlook for employment in this career?
7. Where do I find more information for this career?

Assessment: Creation and presentation of the advertisement.