



## Exploratory Tasks:

*Where will your journey take you?*

# MARKETING

Are you creative, analytical or have great communication skills? If so, you may want to consider a career in marketing. These professionals research the demand for a product and identify the most effective method of advertising. They are vital for every industry as they help companies sell products and/or promote a positive image.

### MARKETING MANAGEMENT PATHWAY

People with careers in this pathway manage advertising, promotions, marketing, sales and public relations.

**EXPLORATORY TASK:** Consider a group or club in your school. Develop a **marketing plan** to increase student membership. Include these in your plan:

- How to increase positive perception of the group
- Benefits of joining the group
- Upcoming plans and activities
- Delivery method, e.g., flyer, social media, broadcast, etc.

**EXTENSION:** Determine the success of your marketing plan. Create and share a pre and post survey to find out:

- Individual knowledge and perception of the group or club
- Individual possibility of joining the group or club

### PROFESSIONAL SALES PATHWAY

Sales professionals work to manage clients and customers, find new sales leads and manage products or brands. They may sell to individuals or businesses.

**EXPLORATORY TASK:** Your swim team is selling t-shirts to raise money to attend the regional finals. There are 20 members on the team. The fee for each member is \$50. Your cost is \$5 per shirt. Create a **sales plan** to determine how:

- Much to charge per shirt
- How many shirts each member will need to sell at that price
- Many shirts to order from the company

**EXTENSION:** Create a spreadsheet to track sales. Include the number of shirts given to each student, money collected, etc.



#### *What Is a Career Cluster?*

Career Clusters are a way to organize career options. There are **16 Career Clusters** in the National Career Cluster Framework. They are further divided into specific pathways that can lead you to a successful future.

#### *What Are Career Pathways?*

Each of the 16 Career Clusters are divided into approximately 80 Career Pathways. The pathways are further divided into specific careers that share similar skills.

A Career Pathway offers a range of entry options, from entry-level positions that require a high school diploma or industry certificate to those that require a professional degree.

## MERCHANDISING PATHWAY

Merchandising specialists work to get products in the hands of customers. This includes forecasting what customers may want, planning, buying, setting displays, selling and providing customer service.

**EXPLORATORY TASK:** Your marketing class is planning to open a school store to sell school supplies and items of interest to students. Create a **merchandising plan** that includes:

- Products to sell in the store
- Number of each item
- **Wholesale** and **retail** price of each item

**EXTENSION:** Design a layout for a 20' x 20' space that allows for an efficient traffic flow. Consider placement of products for both promotion and theft prevention.

## MARKETING COMMUNICATIONS PATHWAY

Marketing professionals plan and coordinate strategies to sale products and services. They run advertising campaigns and work to ensure a positive public opinion of a product or business.

**EXPLORATORY TASK:** The school wants to create a nature trail for students. The school is selling paving stones that are engraved with the donor's name. As part of the student committee, you are to create a **marketing plan** to promote the sale that includes:

- Timeline of marketing campaign
- Method of communication, e.g., flyers, social media, etc.
- Relevant information to communicate to interested parties

**EXTENSION:** Create a video announcement for the school webpage.

## MARKETING RESEARCH PATHWAY

Specialists in this pathway collect and analyze information to design new products and predict future sales.

**EXPLORATORY TASK:** The school's PTA is planning to sell t-shirts to raise money for Chromebooks. To increase sales, they have asked your team to research what students want. Create a survey to gather information. Consider:

- Color and style, e.g., long/short sleeve, collar/no collar
- Graphic design, e.g., on front, back, sleeve
- Price point, e.g., \$8-\$10, \$10-\$12
- Demographics, e.g., parent, student, grade level

**EXTENSION:** Create a research summary or visual to highlight your findings. Consider how tables or graphs can enhance your presentation.

### *How Can I use Career Pathways?*

Career Pathways are planning tools to help you prepare for your future career goal. They provide a map of required courses at both the high school and college level.

A pathway also lists opportunities to earn college credit, industry certificates or gain real-world experience while in high school.

### *What Is an Industry Certificate?*

Industry certifications are credentials recognized by business and industry that demonstrate mastery of necessary knowledge and/or skills.

### *Discover More*

Choose a career in one of the pathways to discover:

- Demand for this career
- Location of jobs
- Starting wage
- Education requirements
- High school pathway
  - Classes
  - Dual/articulated credit
  - Industry certificates
  - Work-based learning
- Related careers

**Commented [GJ-DoC1]:** This Career Pathway sidebar was on page 31 and shoved down at the bottom of the page, hanging off the edge. I'm not sure if you wanted it to go somewhere else. I would suggest checking pages 31 and 32 closely to make sure everything you want is there and in the right place.