



## 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 sell 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