

People in **marketing** promote and sell services or products. Some work in advertising, public relations, marketing or sales fields. Others work as part of the wholesale or retail trade industry and supply the products to consumers. Jobs include cashiers, merchandisers and market researchers.



do you like

- ☐ doing math?
- ☐ shopping?
- ☐ looking at ads in magazines and on TV or the Internet?
- ☐ conducting research?
- ☐ planning events?

are you

- ☐ friendly
- ☐ outgoing?
- ☐ persuasive?
- ☐ creative?
- ☐ able to get along with all types of people?

Occupation Examples Pathways

Public Relations Specialists	
Merchandise Displayers & Window Trimmers	Marketing Communications
Marketing Managers	Marketing Management
Product/Brand Managers	
Market Research Analysts	Marketing Research
Product Analysts	
Purchasing Agents	Merchandising
Merchandisers	
Real Estate Sales Agents	Professional Sales
Sales Representatives	

related classes

- Language Arts
- Computer
- Math



hobbies, activities & groups

- Boy Scouts or Girl Scouts
- Student government
- Help with class or team fundraisers
- Help plan a school event