

Planning, managing, and performing marketing activities to reach organizational objectives.

Sample Career Specialties / Occupations	<ul style="list-style-type: none"> • Entrepreneurs • Owners • Small Business Owners • Presidents • Chief Executive Officers • Principals • Partners • Proprietors • Franchisees • Independent X's (e.g., distributor) • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Inbound Call Managers • Channel Sales Managers • Regional Sales Managers • Client Relationship Managers • Business Development Managers • Territory Representatives / Managers • Key Account Managers • National Account Managers • Account Executives • Sales Engineers • Sales Executives • Technical Sales Specialists • Retail Sales Specialists (big ticket) • Outside Sales Representatives • Industrial Sales Representatives • Manufacturer's Representatives • Salespersons • Field Marketing Representatives • Brokers • Agents • Field Representatives • Solutions Advisors • Sales/Marketing Associates • Telemarketers/Inside Sales Representatives • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Store Managers • Retail Marketing Coordinators • Merchandising Managers • Merchandise Buyers • Operations Managers • Visual Merchandise Managers • Sales Managers • Department Managers • Sales Associates • Customer Service Representatives • Clerks (e.g., stock, receiving, etc.) • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Advertising Managers • Public Relations Managers • Public Information Directors • Sales Promotion Managers • Co-op Managers • Trade Show Managers • Circulation Managers • Promotions Managers • Art/Graphics Directors • Creative Directors • Account Executives • Account Supervisors • Sales Representatives • Marketing Associates • Media Buyers/Planners • Interactive Media Specialists • Analysts • Contract Administrators • Copywriters • Research Specialists • Research Assistants • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Database Managers • Research Specialists / Managers • Brand Managers • Marketing Services Managers • Customer Satisfaction Managers • (Research) Project Managers • CRM Managers • Forecasting Managers • Strategic Planners, Marketing • Product Planners • Planning Analysts • Directors of Market Development • Database Analysts • Analysts • Research Associates • Frequency Marketing Specialists • Knowledge Management Specialists • Interviewers • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Pathways	Marketing Management	Professional Sales	Merchandising	Marketing Communications	Marketing Research
CCTC / Career Ready Practices	<p>The Common Career Technical Core (CCTC) includes a set of standards for each of the 16 Career Clusters™ and their corresponding Career Pathways that define what students should know and be able to do after completing instruction in a program of study. The CCTC also includes an overarching set of Career Ready Practices that apply to all programs of study. The Career Ready Practices include 12 statements that address the knowledge, skills and dispositions that are important to becoming career ready.</p>				