



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



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| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Sample Career Specialties / Occupations</p> | <p>Administrative Support Representatives (e.g., human resources, clerical, finance, technical) Chief Executive Officers Customer Service Representatives Entrepreneurs Franchisees Independent X's (e.g., distributor) Owners Partners Presidents Principals Proprietors Small Business Owners</p> | <p>Account Executives Administrative Support Representatives (e.g., human resources, clerical, finance, technical) Agents + Brokers Business Development Managers Channel Sales Managers Client Relationship Managers Customer Service Representatives Field Marketing Representatives Field Representatives Inbound Call Managers Industrial Sales Representatives Key Account Managers <input type="checkbox"/> Manufacturer's Representatives National Account Managers Outside Sales Representatives Regional Sales Managers Retail Sales Specialists (big ticket) + Sales Engineers Sales Executives Sales/Marketing Associates ♦ Salespersons Solutions Advisors + Technical Sales Specialists ♦ Telemarketers Territory Representatives / Managers</p> | <p>Administrative Support Representatives (e.g., human resources, clerical, finance, technical) ♦ Clerks (e.g., stock, receiving, etc.) Customer Service Representatives Department Managers <input type="checkbox"/> Merchandise Buyers ♦ Merchandise Display Workers ♦ Merchandising Managers Operations Managers Retail Marketing Coordinators Sales Associates <input type="checkbox"/> Sales Managers <input type="checkbox"/> Store Managers Visual Merchandise Managers <input type="checkbox"/> Wholesale and Retail Buyers</p> | <p>Account Executives Account Supervisors Administrative Support Representatives (e.g., human resources, clerical, finance, technical) + Advertising Managers Analysts + Art/Graphics Directors Circulation Managers Contract Administrators Co-op Managers + Copywriters Creative Directors Customer Service Representatives Interactive Media Specialists Marketing Associates Media Buyers/Planners ♦ Merchandise Display Workers Promotions Managers Public Information Directors + Public Relations Managers Research Assistants Research Specialists Sales Promotion Managers <input type="checkbox"/> Sales Representatives Trade Show Managers</p> | <p>(Research) Project Managers Administrative Support Representatives (e.g., human resources, clerical, finance, technical) Analysts Brand Managers CRM Managers Customer Satisfaction Managers ♦ Customer Service Representatives + Database Analysts Database Managers Directors of Market Development + Forecasting Managers Frequency Marketing Specialists Interviewers Knowledge Management Specialists Marketing Services Managers Planning Analysts Product Planners Research Associates Research Specialists / Managers Strategic Planners, Marketing</p> | <p>Administrative Support Representatives (e.g., human resources, clerical, finance, technical) Customer Service Representatives <input type="checkbox"/> Distribution Coordinators Inventory Managers / Analysts Logistics Analysts/Engineers Logistics Managers Materials Managers Shipping / Receiving Administrators ♦ Shipping / Receiving Clerks Traffic Managers Transportation Managers ♦ Warehouse Managers</p> | <p>Account Supervisors Administrative Support Representatives (e.g., human resources, clerical, finance, technical) Brand Managers Copywriters-Designers Customer Service Representatives Customer Support Specialists E-Commerce Directors E-Merchandising Managers Forum Managers Fulfillment Managers Interactive Media Specialists Internet Project Directors Internet Sales Engineers On-Line Market Researchers <input type="checkbox"/> Site Architects User Interface Designers <input type="checkbox"/> Web Designers Web Masters Web Site Project Managers</p> |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Pathways</p> | <p>Management and Entrepreneurship</p> | <p>Professional Sales and Marketing</p> | <p>Buying and Merchandising</p> | <p>Marketing Communications and Promotion</p> | <p>Marketing Information Management and Research</p> | <p>Distribution and Logistics</p> | <p>E-Marketing</p> |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Cluster K&S</p> | <p>Cluster Knowledge and Skills</p> <ul style="list-style-type: none"> • Academic Foundations • Communications • Employability and Career Development • Ethics and Legal Responsibilities • Information Technology Applications • Leadership and Teamwork • Problem Solving and Critical Thinking • Safety, Health, and Environment • Systems • Technical Skills | | | | <p>Education Needed for Career</p> <ul style="list-style-type: none"> ♦ High School – completed high school, high school with career and technology training, GED, on-the-job training, or apprenticeship <input type="checkbox"/> Junior College – completed junior/community college, postsecondary technical, or career and technology training + Baccalaureate Degree – completed four-year degree or more | | |