 

**Career Planning Cluster: Marketing**

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| **Foundational Skills Recommended** | | | | |
| Oral and Written Communication Skills | Problem Solving | | Critical Thinking | Leadership |
| Teamwork | Ethical | | Legal Responsibility | IT |
| Health & Environment | Employability | | Career Development | Safety Focused |
| **Summary** | | | | |
| Marketing, sales, and service workers help businesses sell products. You might advertise and promote products so customers want to buy them. Or, you might sell products and services to customers. Career pathways can consist of occupations in market research, marketing communications, marketing management, merchandising, or professional sales. | | | | |
| **Career Options** | | | | |
| Students interested in manufacturing can obtain a variety of interesting careers including: | | | | |
| * Advertising Sales Agent * Cashier * Counter Rental Clerk * Product Promoter * Door to Door Salesman * Energy Broker * Market Research Analyst * Marketing Manager * Model * Public Relations Specialist * Public Relations Manager * Fundraising Manager * Real Estate Agent * Real Estate Broker * Retail Sales | | * Sales Engineer * Sales Manager * Telemarketer * Purchasing Manager * Buyers | | |