**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour:\_\_\_\_\_\_**

**Marketing Essentials Career Exploration Activity**

**Directions: This assignment will allow you to explore two occupations related to marketing. Go to http://www.bls.gov/ooh/**  (The Occupational Outlook Handbook ) to explore this career in detail. The easiest way to find the career is to click on the “A-Z” tab, or to enter in the name of the career in the search bar.

**Choose two of the careers listed below to do your research on:**

* Advertising Sales Agents
* Insurance Sales Agents
* Retail Estate Brokers and Sales Agents
* Retail Sales Workers
* Sales Engineers
* Wholesale and Manufacturing Sales Representatives
* Sales Managers
* Market Research Analysts
* Purchasing Managers, Buyers, and Personal Agents
* Advertising, Promotions, and Marketing Managers
* Information Clerks
* Sales Managers
* Industrial Production Managers
* Food Service Managers
* Publish Relations and Fundraising Managers
* Public Relations Specialists
* Meeting, convention, and Event Planners
* Industrial Designers (Packaging designers)
* Industrial Engineers

CAREER TITLE #1:

Click on the “What they do” tab.

1. List 3-4 duties of this careers (you can put this into your own words)

Click the “environment” tab

2. How many jobs were held in this position in 2012?

3. What is the work schedule like?

Click the “how do I become one” tab

4. What education is needed for this career?

5. What work experience in a related career would help you in this career?

6. What important qualities are needed?

Click on the “pay” tab

7. What was the median annual salary for this career in 2012?

Click on the “job outlook” tab

8. How much is the career projected to grow or decrease by 2022?

9. What are the job prospects for this career?

Click on the “similar occupations” tab

10. List 2-3 careers that you think you would be interested in that are similar to the one you just researched.

CAREER TITLE #2:

Click on the “What they do” tab.

1. List 3-4 duties of this career (you can put this into your own words)

Click the “environment” tab

2. How many jobs were held in this position in 2012?

3. What is the work schedule like?

Click the “how do I become one” tab

4. What education is needed for this career?

5. What work experience in a related career would help you in this career?

6. What important qualities are needed?

Click on the “pay” tab

7. What was the median annual salary for this career in 2012?

Click on the “job outlook” tab

8. How much is the career projected to grow or decrease by 2022?

9. What are the job prospects for this career?

Click on the “similar occupations” tab

10. List 2-3 careers that you think you would be interested in that are similar to the one you just researched.