

Chapter 37 Identifying Career Opportunities

Discovery Project Worksheet

Directions Read the list of career areas within the field of marketing below. Visit a library or go online to find the *Occupational Outlook Handbook* (OOH) and other career information resources. Research the two career areas that appeal to you most. Use the information to answer the questions.

Career Areas in Marketing					
Advertising	Customer Service	E-Commerce	Entrepreneur	Fashion Merchandising	Financial Services
Food Marketing	Importing/Exporting	International Marketing	Marketing Research	Pharmaceutical/Medical Marketing	Product Management
Professional Sales	Public Relations	Real Estate	Restaurant Management	Retail Management	Sales Management
Service Marketing	Sports Marketing	Travel/Tourism/Hospitality Marketing			

Career Choice #1

1. What is the job title or position? _____
2. What do workers do on the job? _____

3. Describe the working conditions. _____

4. What are the training, skills, and education requirements? _____

5. What are the expected job prospects? _____

6. List the skills and aptitudes you possess that could help you succeed in this career.

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Discovery Project Worksheet *continued*

Career Choice #2

7. What is the job title or position? _____

8. What do workers do on the job? _____

9. Describe the working conditions. _____

10. What are the training, skills, and education requirements? _____

11. What are the expected job prospects? _____

12. List the skills and aptitudes you possess that could help you succeed in this career.

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