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## Chapter 37 Identifying Career Opportunities

### Section 37.2 Careers in Marketing

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

Is a Marketing Career for You?

An Overview of Marketing Careers

Benefits of a Marketing Career

Employment Trends in Marketing

Job Levels in Marketing

Occupational Areas

##### Content Vocabulary

**occupational area** A category of jobs that involve similar interests and skills. (p. 885)

##### Academic Vocabulary

**subordinate** Having less power or authority than someone else. (p. 883)

**monitor** To keep an eye on; keep under surveillance. (p. 883)