

Section Answer Keys

Chapter 37 Identifying Career Opportunities

Section 37.2 Careers in Marketing

Review Key Concepts

1. Benefits include varied and interesting work, good salary, room for advancement, and perks.
2. Accept any order, but rankings should include personal lifestyle goals, values, interests, skills, aptitudes, personality, environmental and relationship preferences, careers goals, and employment trends.
3. Resources may include: persons working in a particular field, the *Occupational Outlook Handbook*, Department of Labor brochures, training courses and seminars, internships, and trade associations and Web sites.

Practice Academics

Social Studies

4. Students should write a one-page report on the agency of their choice. Reports should explain how the agency impacts economic, market, and employment trends.

Mathematics

5. \$47,600 [$\$42,500 + (\$42,500 \times .12)$]