

Name _____ Date _____

**Marketing Essentials
Career Exploration Activity**

Directions The Career Chatroom feature profiles different careers of marketing professionals. Choose a career that interests you. Then, use the Bureau of Labor Statistics Occupational Outlook Handbook and other print and online resources to create a profile of that career.

CAREER TITLE

REASONS FOR CHOOSING THIS CAREER

JOB TASKS AND RESPONSIBILITIES

1. What are the main tasks and responsibilities in this career?

SKILLS

2. What transferable skills are required for this career?

3. What job-specific skills are required for this career?

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Career Exploration Activity *(continued)*

PERSONAL QUALITIES

4. What positive personal qualities can help you succeed in this career?

5. What personality traits are a good fit for this career? Which are not a good fit?

WORKING CONDITIONS

6. Where does most of the work take place?

7. What health and safety risks does the job have?

8. What are the typical working hours?

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Career Exploration Activity *(continued)*

EDUCATION AND TRAINING

9. What specific high school courses and activities could help you to prepare for this career?

10. What postsecondary course of study or training is required for this career?

11. Describe a program that offers training relevant to this career.

12. What lifelong-learning strategies should you pursue to grow and develop in this career?

SALARY AND BENEFITS

13. What is the salary range for this career?

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14. What benefits, such as paid health care and vacation time, do workers in this career generally receive?

OCCUPATIONAL OUTLOOK

15. Is the demand for workers in this career expected to increase, decrease, or stay the same over the next decade? Why?

16. List three employers in your state or community that hire workers in this career field.

ASSESSMENT

17. What aspects of this career seem like a particularly good match for you? Why?

18. What aspects of this career are not a good match for you? Why?
