

Middle School Career Investigations

Marketing Pathways

Introduction



Within the Marketing Career Cluster, there are five pathways: Marketing Communications, Marketing Management, Marketing Research, Merchandising, and Professional Sales. Click on each of the icons to learn more about each. Make sure to visit each one.

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Marketing Research Job Description

A graphic with a blue background featuring a pattern of circles and lines. On the left is an illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, standing with his hands on his hips and one hand raised. To his right is a white banner with the text "Marketing Research" in a large, black, serif font. Below this banner is another white box with the heading "Job Description" in a black, serif font, followed by a bulleted list of three items, each preceded by a checkmark.

Marketing Research

Job Description

- ✓ Concerned with understanding people and organizations
- ✓ Collect and analyze many different types of information
- ✓ Help design new products, to predict future sales and to position their own company's strategies against those of its competitors

Employees in the Marketing Research Pathway are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

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Marketing Pathways

Marketing Research Sample Jobs



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Marketing Research

Sample Careers

- Brand Manager
- Database Administrator
- Marketing Research Analyst
- Product Planner

Some of the different careers in the Marketing Research Pathway include Brand Manager, Database Administrator, Marketing Research Analyst, and Product Planner.

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Marketing Research Education and Salary



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Marketing Research

Education and Salaries

Database Administrator	Market Research Analyst
Bachelor's Degree	Master's Degree
Average Salary \$97,050	Average Salary \$75,680

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Most careers in the Marketing Research Pathway require an advanced degree. A Database Administrator requires a Bachelor's Degree. They have an average salary of \$97,050. Marketing Research Analysts often need to have a Master's Degree. They have an average salary of \$75,680.

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Marketing Communications Job Description

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Marketing Communications

Job Description

- ✓ Plan, coordinate, and implement marketing strategies, advertising, promotion, and public relations activities
- ✓ Have high visibility and advancement opportunities

People with careers in the Marketing Communications Pathway plan, coordinate, and implement marketing strategies, advertising, promotion, and public relations activities. Because of the importance and high visibility of their jobs, these individuals often are prime candidates for advancement.

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Marketing Communications Sample Jobs



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Marketing Communications

Sample Careers

- Advertising Account Manager
- Copywriter
- Media Planner or Buyer
- Multimedia Artist
- Public Relations Manager
- Trade Show Manager
- Web Developer

Some of the different careers in the Marketing Communications Pathway include Advertising Account Manager, Copywriter, Media Planner or Buyer, Multimedia Artist, Public Relations Manager, Trade Show Manager, and Web Developer.

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Marketing Communications Education and Salary



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Marketing Communications

Education and Salaries

Public Relations Manager	Copywriter
Bachelor's Degree	Bachelor's Degree
Average Salary \$150,150	Average Salary \$38,070

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Most careers in the Marketing Communications Pathway require an advanced degree. A Public Relations Manager requires a Bachelor's degree. They have an average salary of \$150,150. A Copywriter also requires a Bachelor's degree. They have an average salary of \$38,070.

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Marketing Management Job Description

A graphic with a blue background featuring a pattern of circles and lines. On the left is an illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, with his hands on his hips. To his right is a white banner with the title "Marketing Management" in a large, black, serif font. Below the banner is a white box containing the heading "Job Description" and a bulleted list of two items.

Marketing Management

Job Description

- ✓ Formulate policies and direct the operations of businesses and corporations, nonprofit institutions, and other organizations
- ✓ Role may be held by owner or CEO in small firms, or by an Executive Vice President in larger firms

People with careers in the Marketing Management Pathway formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales, and public relations policies.

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Marketing Management Sample Jobs



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Marketing Management

Sample Careers

- Advertising and Promotions Manager
- Art Director
- Chief Executive Officer
- General Manager
- Marketing Manager
- Public Information Director
- Retail Manager
- Shipping and Receiving Clerk

Some of the different careers in the Marketing Management Pathway include Advertising and Promotions Manager, Art Director, Chief Executive Officer, General Manager, Marketing Manager, Public Information Director, Retail Manager, and Shipping and Receiving Clerk.

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Marketing Management Education and Salary



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Marketing Management

Education and Salaries

Chief Executive Officer	Shipping and Receiving Clerk
Master's Degree	Associate Degree
On-the-Job Training	On-the-Job Training
Average Salary \$219,250	Average Salary \$33,610


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There is a range in educational requirements and salaries in the Marketing Management Pathway. A Chief Executive Officer requires a Master's Degree or other advanced degree. They have an average salary of \$219,250. Shipping and Receiving Clerks require an Associate Degree and on-the-job training. They have an average salary of \$33,610.

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Professional Sales Job Description



Professional Sales

Job Description

- ✓ Involved in the transfer of goods and services in the economy
- ✓ May sell to both businesses and to individual consumers

People with careers in the Professional Sales Pathway are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

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Professional Sales Sample Jobs



Professional Sales

Sample Careers

- Property or Real Estate Manager
- Real Estate Appraiser
- Real Estate Sales Agent
- Sales Manager
- Salesperson
- Telemarketer
- Sales Representative

Some of the different careers in the Professional Sales Pathway include Property or Real Estate Manager, Real Estate Appraiser, Real Estate Sales Agent, Sales Manager, Salesperson, Telemarketer, and Sales Representative.

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Professional Sales Education and Salary



The infographic features a blue background with a pattern of white circles and lines. On the left, there is a cartoon illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, standing with his hands on his hips and one hand raised. To the right of the illustration, the title 'Professional Sales' is written in a large, black, serif font. Below the title, the section 'Education and Salaries' is written in a smaller, black, serif font. Under this section, two columns of information are presented. The first column is for 'Real Estate Sales Agent', listing 'Technical Training' and 'On-the-Job Training' as requirements, and '\$64,290' as the average salary. The second column is for 'Real Estate Appraiser', listing 'Bachelor's Degree' as the requirement and '\$58,040' as the average salary. At the bottom right of the infographic, there is a blue button with a white double-headed arrow icon and the text 'Return to Pathways Menu'.

Professional Sales

Education and Salaries

Real Estate Sales Agent	Real Estate Appraiser
Technical Training	Bachelor's Degree
On-the-Job Training	Average Salary \$58,040
Average Salary \$64,290	

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There is a range in educational requirements and salaries in the Professional Sales Pathway. A Real Estate Sales Agent requires on-the-job and technical training. They have an average salary of \$64,290. Real Estate Appraisers require a Bachelor's Degree. They have an average salary of \$58,040.

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Merchandising Job Description

A graphic with a blue background featuring a pattern of circles and lines. On the left is an illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, with his hands on his hips. To his right is a white banner with the word "Merchandising" in a large, black, serif font. Below this banner is another white box with the heading "Job Description" in a black, serif font. Underneath the heading is a bulleted list of two items, each preceded by a checkmark.

Merchandising

Job Description

- ✓ Get the product into the hands of the customer
- ✓ Includes forecasting, planning, buying, displaying, selling and providing customer service

People with careers in the Merchandising Pathway get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling, and providing customer service.

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Merchandising Sample Jobs



The graphic features a blue background with a pattern of circles and lines. On the left, a cartoon illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, stands with his hands on his hips and one hand raised. To his right, a white banner contains the word "Merchandising" in a large, black, serif font. Below this, another white box contains the heading "Sample Careers" in a bold, black, serif font, followed by a list of six careers: Customer Service Representative, Merchandise Buyer, Merchandise Displayer, Merchandise Manager, Operations Manager, and Retail Manager.

Some of the different careers in the Merchandising Pathway include Customer Service Representative, Merchandise Buyer, Merchandise Displayer, Merchandise Manager, Operations Manager, and Retail Manager.

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Merchandising Education and Salary



The graphic features a blue background with a pattern of circles and lines. On the left, there is an illustration of a young man with dark skin, wearing a tan t-shirt and orange pants, standing with his hands on his hips and one hand raised. To his right, a large white banner contains the word "Merchandising" in a large, black, serif font. Below this, another white box contains the title "Education and Salaries" in a black, serif font. Underneath, two columns of text provide details for two career paths: "Merchandise Buyer" and "Customer Service Representative". The Merchandise Buyer path lists "Associate Degree" and "Average Salary \$76,740". The Customer Service Representative path lists "On-the-Job Training" and "Average Salary \$34,390". At the bottom right of the graphic, there is a blue button with a white arrow icon and the text "Return to Pathways Menu".

Merchandising

Education and Salaries

Merchandise Buyer	Customer Service Representative
Associate Degree	On-the-Job Training
Average Salary \$76,740	Average Salary \$34,390

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There is a range in educational requirements and salaries in the Merchandising Pathway. A Merchandise Buyer requires an Associate Degree. They have an average salary of \$76,740. Customer Service Representatives require on-the-job training. They have an average salary of \$34,390.