# 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.

## Marketing Research Job Description

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.

## Marketing Research Sample Jobs

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

## Marketing Research Education and Salary

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.

## Marketing Communications Job Description

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.

## Marketing Communications Sample Jobs

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.

## Marketing Communications Education and Salary

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.

## Marketing Management Job Description

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.

## Marketing Management Sample Jobs

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.

## Marketing Management Education and Salary

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.

## Professional Sales Job Description

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.

## Professional Sales Sample Jobs

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.

## Professional Sales Education and Salary

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.

## Merchandising Job Description

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.

## Merchandising Sample Jobs

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

## Merchandising Education and Salary

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.