

# Middle School Career Investigations

## Gift Shop Introduction

### Introduction



**MAKAYLA:** Look at this cool t-shirt!

**CALEB:** Yeah! It totally makes me want to go into that gift shop. I want to buy a *Rip Rap River Ride* souvenir.

**MAKAYLA:** Ha! It doesn't take much for you to want to shop! But you're right - these t-shirts are cool!

# Middle School Career Investigations

## Gift Shop Introduction

### Meeting Deepak



**DEEPAK:** I'm happy to hear you say that! I just started working in Marketing at the park. Creating and promoting the new Rip Rap River Ride t-shirt was my first task.

**CALEB:** I love the bright colors you used. It matches the look and feel of the ride.

**MAKAYLA:** The picture you used of the water and ride makes it look so fun. It will help me remember the most fun ride at the park long after we leave!

**DEEPAK:** That's exactly what I was going for in my design. Why don't you come into the gift shop and I can tell you more about what I do here?

# Middle School Career Investigations

## Gift Shop Introduction

### In the Gift Shop



**DEEPAK:** After college, I really want to get a job in the marketing profession. I love marketing because there are so many different types of activities in the field.

**CALEB:** What do marketing professionals do?

# Middle School Career Investigations

## Gift Shop Introduction

### Vending Machine



**DEEPAK:** Take a look at the different sodas in the vending machine. Notice how they are different shapes, colors, flavors, and even prices. Marketing companies and professionals were responsible for these differences.

Marketing connects consumers with companies who make products or offer services. It is planning, managing, and performing marketing activities to reach organizational objectives, like the launch of a product, like the sodas shown here, the promotion of a sports team, or the use of a service, like ride sharing. Marketing professionals gather information through interviews, focus groups, social media, and data analysis to best present a good or service to the people buying it.

I can show you many examples throughout the gift shop - close this activity to get started.