



Planning, managing, and performing marketing activities to reach organizational objectives.

Sample Career Specialties / Occupations	<ul style="list-style-type: none"> • Entrepreneurs • Owners • Small Business Owners • Presidents • Chief Executive Officers • Principals • Partners • Proprietors • Franchisees • Independent X's (e.g., distributor) • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Inbound Call Managers • Channel Sales Managers • Regional Sales Managers • Client Relationship Managers • Business Development Managers • Territory Representatives / Managers • Key Account Managers • National Account Managers • Account Executives • Sales Engineers • Sales Executives • Technical Sales Specialists • Retail Sales Specialists (big ticket) • Outside Sales Representatives • Industrial Sales Representatives • Manufacturer's Representatives • Salespersons • Field Marketing Representatives • Brokers • Agents • Field Representatives • Solutions Advisors • Sales/Marketing Associates • Telemarketers/Inside Sales Representatives • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Store Managers • Retail Marketing Coordinators • Merchandising Managers • Merchandise Buyers • Operations Managers • Visual Merchandise Managers • Sales Managers • Department Managers • Sales Associates • Customer Service Representatives • Clerks (e.g., stock, receiving, etc.) • Administrative Support Representatives (e.g., human resources, clerical, finance, technical) 	<ul style="list-style-type: none"> • Entrepreneurship • Interviewer • Management Trainee • Administrative Services Manager • Analyst • Brand Manager • Association Manager • Business Development Manager • Chief Executive Officer • Customer Satisfaction Manager • Database Analyst • Database Manager • Director of Marketing Development • Forecast Manager • Frequency Marketing Specialist • Knowledge Management Specialist • Marketing Services Manager • Planning Analyst • Product Planner 	<ul style="list-style-type: none"> • Database Managers • Research Specialists / Managers • Brand Managers • Marketing Services Managers • Customer Satisfaction Managers • (Research) Project Managers • CRM Managers • Forecasting Managers • Strategic Planners, Marketing • Product Planners • Planning Analysts • Directors of Market Development • Database Analysts • Analysts • Research Associates • Frequency Marketing Specialists • Knowledge Management Specialists • Interviewers • Customer Service Representatives • Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Pathways	Marketing Management	Professional Sales	Merchandising	Marketing Communications	Marketing Research
Cluster K&S	<p>Foundation Knowledge and Skills</p> <p>Problem Solving, Critical Thinking, Employability, Citizenship, Ethics, Career Development, Integrity, Teamwork, Legal Responsibilities, Academic Foundations, Technology Application, Communications, Safety, Health & Environment, Leadership, Technical Literacy, Cultural Competence, Lifelong Learning, Financial Well-Being, Organization & Global Systems, Creativity, Innovation</p>				

