



Draft

■ **Cluster Overview**

Cluster Description: This Career Cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives.



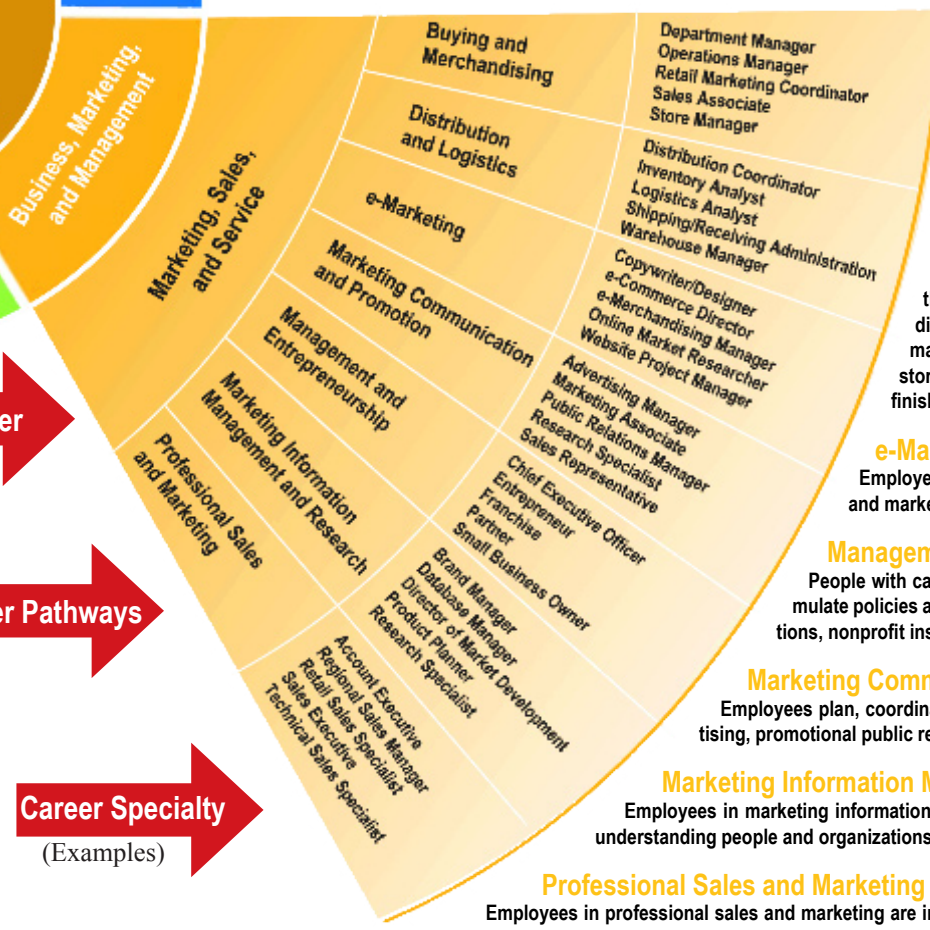
Career Cluster

(1 of 4)

Career Pathways

Career Specialty

(Examples)



■ **Pathway Descriptions**

Buying and Merchandising

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling, and providing customer service.

Distribution and Logistics

There is a wide range of career options within the broad field of distribution and logistics. In addition to those who actually handle products and materials, professionals manage the movement, storage, and allotment of both raw materials and finished products.

e-Marketing

Employees in e-marketing careers use electronic tools and market products and services.

Management and Entrepreneurship

People with careers in management and entrepreneurship formulate policies and direct the operation of business and corporations, nonprofit institutions, and other organizations.

Marketing Communications and Promotion

Employees plan, coordinate, and implement marketing strategies, advertising, promotional public relations activities.

Marketing Information Management and Research

Employees in marketing information management and research are concerned with understanding people and organizations.

Professional Sales and Marketing

Employees in professional sales and marketing are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

Preparation for a Career in the Marketing, Sales, and Service Cluster Includes...

Coursework

- Art
- Accounting
- Advertising
- Economics
- Entrepreneurship
- Graphic Design
- Internship
- Management
- Marketing

School Activities

- Class fundraisers
- Concessions Management
- DECA
- Future Business Leaders of America (FBLA)
- Join a committee to plan an event
- Manage a school store
- School newspaper/yearbook
- School web master
- Student Government

Community Activities

- Develop community web site
- Job shadow professionals
- Join Junior Achievement
- Participate in youth leadership programs
- Start a business
- Visit the Chamber of Commerce
- Volunteer in the community

Example Marketing, Sales, and Service Postsecondary Programs of Study

Students preparing for a career in the Marketing, Sales, and Service Career Cluster have a variety of postsecondary options. Education and training can be obtained through on-the-job training, technical colleges, two-year community colleges, four-year colleges/universities, and apprenticeship programs. They can enter programs leading to a certificate or a degree at the associate, baccalaureate, or advanced degree level.

The table below shows *examples* of postsecondary Marketing, Sales, and Service programs of study organized by pathway.

	On-the Job Training	Certificate	Associates	Bachelor's	Advanced Degrees
Buying & Merchandising			<ul style="list-style-type: none"> ■ Business Administration ■ Business ■ Marketing ■ Merchandising ■ Sales ■ Customer Service ■ Small Business Mgt. 	<ul style="list-style-type: none"> ■ Business Administration ■ Management 	<ul style="list-style-type: none"> ■ Master of Business Administration
Distribution & Logistics		<ul style="list-style-type: none"> ■ Logistics Planning and Management ■ Warehousing ■ Logistics Management ■ Distribution Center Organization 	<ul style="list-style-type: none"> ■ Engineering Technology ■ Warehouse Management 	<ul style="list-style-type: none"> ■ Engineering Technology ■ Logistics ■ Logistics Management 	<ul style="list-style-type: none"> ■ Master of Business Administration
e-Marketing	<ul style="list-style-type: none"> ■ Bank Teller ■ Payroll Clerk 	<ul style="list-style-type: none"> ■ Product Vendors ■ Professional Organizations ■ Software Firms 	<ul style="list-style-type: none"> ■ Business Administration ■ e-Commerce ■ Entrepreneurship ■ Marketing ■ Small Business Mgt. 	<ul style="list-style-type: none"> ■ Business Administration ■ e-Commerce ■ Management ■ Marketing 	<ul style="list-style-type: none"> ■ Master of Business Administration ■ Master of Marketing
Management & Entrepreneurship	<ul style="list-style-type: none"> ■ Industry and trade association programs ■ Conferences ■ Seminars 		<ul style="list-style-type: none"> ■ Business Administration ■ Entrepreneurship ■ Management ■ Marketing ■ Small Business Mgt. 	<ul style="list-style-type: none"> ■ Business Administration ■ Management ■ Marketing 	<ul style="list-style-type: none"> ■ Master of Business Administration ■ Master of Marketing
Marketing Communications and Promotion		<ul style="list-style-type: none"> ■ Practitioners ■ Public Relations ■ Public Relations Society of America 	<ul style="list-style-type: none"> ■ Business ■ Marketing ■ Small Business Mgt. 	<ul style="list-style-type: none"> ■ Business Administration ■ Communications ■ Management ■ Marketing ■ Public Relations 	<ul style="list-style-type: none"> ■ Master of Business Administration ■ Master of Marketing
Marketing Information Management & Research		<ul style="list-style-type: none"> ■ Product Vendors ■ Professional and technical organizations ■ Software Firms 	<ul style="list-style-type: none"> ■ Business ■ Continued education for rapid technological advances ■ Marketing 	<ul style="list-style-type: none"> ■ Business Administration ■ Economics ■ Information Science ■ Information Systems Management ■ Marketing 	<ul style="list-style-type: none"> ■ Master of Business Administration ■ Master of Marketing
Professional Sales & Marketing		<ul style="list-style-type: none"> ■ Management 	<ul style="list-style-type: none"> ■ Business ■ Business Administration ■ Customer Service ■ Marketing ■ Retail Management ■ Sales ■ Small Business Mgt. 	<ul style="list-style-type: none"> ■ Business Administration ■ Management ■ Marketing 	<ul style="list-style-type: none"> ■ Master of Business Administration ■ Master of Marketing

Marketing, Sales, and Service Cluster Foundation Knowledge & Skills

There are thousands of challenging educational and career opportunities within the high-skilled world of Marketing. Below is a list of the knowledge and skills students need to pursue a career in the Marketing, Sales, and Service Career Cluster.

■ **Academic Foundations:** Integrate social-studies skills into marketing, sales, and service to better understand customers and the economic environment in which they function.

- Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in marketing careers.
- Differentiate among economic systems to understand the environments in which businesses function.
- Analyze business productivity to determine its effect on business success.
- Analyze cost/profit relationships to guide business decision-making.
- Identify economic trends/indicators to measure economic conditions.
- Ascertain international trade's impact to guide business decision-making.
- Employ sociological knowledge to facilitate marketing activities.
- Apply psychological knowledge to facilitate marketing activities.

Solve mathematical problems to obtain information for decision making in marketing, sales, and service.

- Employ numbers and operations to understand and solve mathematical problems in marketing.
- Apply algebraic skills to make business decisions.
- Employ measurement skills to make business decisions.
- Perform data analysis to make business decisions.
- Implement problem-solving techniques to evaluate the accuracy of mathematical responses.

Apply language arts skills to enhance business opportunities in marketing, sales, and service.

- Apply writing skills and strategies to communicate with targeted business audiences in marketing, sales, and service.
- Employ writing skills to create a specific tone and style of writing for marketing communications.
- Apply grammatical and mechanical conventions to clarify written marketing communications.
- Compile and use information to support writer's position or topic in marketing communications.
- Employ general reading skills and strategies to obtain information for use in marketing activities.
- Practice reading skills and strategies to understand and interpret information for use in marketing.
- Speak and listen to acquire, provide, and understand marketing information.

■ **Communications:** Use communication skills to facilitate information flow in marketing, sales, and service.

- Apply verbal skills to communicate effectively in marketing, sales, and service.
- Write effectively to enhance marketing, sales, and service

communications.

- Communicate with staff to clarify workplace objectives.
- Communicate with customers to enhance company image.

■ **Problem Solving and Critical Thinking:** Apply problem-solving and critical-thinking skills to help grow the business and/or to resolve workplace conflict.

- Deal with conflict to minimize disruptions in the workplace.
- Employ skills to promote self-development.
- Acquire organizational knowledge to solidify commitment to business.

■ **Information Technology Applications:** Apply technological tools in marketing, sales, and service to expedite work flow.

- Use e-mail functions to expedite work.
- Employ web search skills to obtain information.
- Demonstrate word-processing skills to prepare text documents.
- Demonstrate presentation software skills to prepare visual support for presentations.
- Employ database skills to store, search, analyze, and retrieve information.
- Apply spreadsheet skills to expedite mathematical calculations and to display that data in meaningful ways.
- Create and post basic web page to demonstrate a web presence.

■ **Systems:** Implement, modify, and improve business and marketing systems to facilitate business activities.

- Determine a business's social responsibilities to understand how business can enhance public relations.
- Determine the relationship between government and business to ascertain government's role in a market economy.
- Analyze marketing to identify its role in a global economy.
- Appraise the marketing functions to understand their interdependence.
- Evaluate a business's purchasing system to determine its role in business.
- Analyze a business's production system to determine its importance in business.
- Analyze accounting systems to examine their contribution to the fiscal stability of businesses.
- Determine the role of management to understand how managers staff, organize, direct, control, and plan business activities.
- Evaluate quality systems to determine their effectiveness.
- Assess human-resource systems to determine their role in a business organization.
- Analyze data systems to improve their effectiveness.
- Evaluate administrative-support systems to improve their effectiveness.
- Evaluate finance systems to enhance their impact on business operations.

- Evaluate types of business ownership to determine the systems used for structuring business organizations.

■ **Safety, Health, and Environmental:** Implement safety, health, and environmental controls to enhance productivity in marketing, sales, and service.

- Acquire knowledge of federal and state health and safety regulations to support a safe working environment in marketing, sales, and service.
- Analyze security issues to minimize loss in marketing, sales, and service.
- Evaluate safety issues to minimize loss in marketing, sales, and service.

■ **Leadership and Teamwork:** Employ leadership and teamwork skills to facilitate work flow in marketing, sales, and service.

- Enhance group working relationships to improve the work environment in marketing, sales, and service.
- Organize work efforts and staff to enhance work flow in marketing, sales, and service.
- Staff the business operation to expedite work efforts.
- Lead staff to achieve company goals.
- Maintain fiscal control of business operations to limit expenses.

■ **Ethics and Legal Responsibilities:** Exhibit ethical behavior in marketing, sales, and service to create goodwill and trust.

- Employ ethical communications to acquire others' confidence in marketing, sales, and service.
- Take ethical actions to inspire others' trust in marketing, sales, and service.
- Adhere to regulations and organizational ethics to foster trust and goodwill.

■ **Employability and Career Development:** Implement employability and career-development skills to obtain and progress in marketing, sales, and service careers.

- ♦ Plan career to enhance potential for job success in marketing, sales, and service.
- Implement job-seeking skills to obtain employment in marketing, sales, and service.
- Participate in activities to enhance career success in marketing, sales, and service.
- Employ personal skills to succeed in marketing, sales, and service.

■ **Technical Skills:** Employ technical skills to understand and perform marketing, sales, and service activities.

- Apply knowledge of fundamental business concepts to purchase equipment/materials/supplies for business operations.
- Acquire knowledge of financial records to understand a business's financial position.
- Acquire knowledge of management tools to understand methods used to control business operations.
- Identify current business trends to recognize changes needed in business operations.

- Utilize distribution knowledge and skill to manage supply-chain activities.
- Employ financial knowledge and skill to make business decisions.
- Gather, access, synthesize, evaluate, and disseminate marketing-information to make business decisions.
- Utilize pricing strategies to maximize return and meet customers' perceptions of value.
- Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.
- Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.
- Utilize sales knowledge and skill to determine client needs and wants and to respond through planned, personalized communication.

For additional information on the Marketing, Sales, and Service Career Cluster, please contact:

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