

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

Sample Career Specialties / Occupations	<ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Owners</li> <li>• Small Business Owners</li> <li>• Presidents</li> <li>• Chief Executive Officers</li> <li>• Principals</li> <li>• Partners</li> <li>• Proprietors</li> <li>• Franchisees</li> <li>• Independent X's (e.g., distributor)</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Inbound Call Managers</li> <li>• Channel Sales Managers</li> <li>• Regional Sales Managers</li> <li>• Client Relationship Managers</li> <li>• Business Development Managers</li> <li>• Territory Representatives / Managers</li> <li>• Key Account Managers</li> <li>• National Account Managers</li> <li>• Account Executives</li> <li>• Sales Engineers</li> <li>• Sales Executives</li> <li>• Technical Sales Specialists</li> <li>• Retail Sales Specialists (big ticket)</li> <li>• Outside Sales Representatives</li> <li>• Industrial Sales Representatives</li> <li>• Manufacturer's Representatives</li> <li>• Salespersons</li> <li>• Field Marketing Representatives</li> <li>• Brokers</li> <li>• Agents</li> <li>• Field Representatives</li> <li>• Solutions Advisors</li> <li>• Sales/Marketing Associates</li> <li>• Telemarketers/Inside Sales Representatives</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Store Managers</li> <li>• Retail Marketing Coordinators</li> <li>• Merchandising Managers</li> <li>• Merchandise Buyers</li> <li>• Operations Managers</li> <li>• Visual Merchandise Managers</li> <li>• Sales Managers</li> <li>• Department Managers</li> <li>• Sales Associates</li> <li>• Customer Service Representatives</li> <li>• Clerks (e.g., stock, receiving, etc.)</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Managers</li> <li>• Public Relations Managers</li> <li>• Public Information Directors</li> <li>• Sales Promotion Managers</li> <li>• Co-op Managers</li> <li>• Trade Show Managers</li> <li>• Circulation Managers</li> <li>• Promotions Managers</li> <li>• Art/Graphics Directors</li> <li>• Creative Directors</li> <li>• Account Executives</li> <li>• Account Supervisors</li> <li>• Sales Representatives</li> <li>• Marketing Associates</li> <li>• Media Buyers/Planners</li> <li>• Interactive Media Specialists</li> <li>• Analysts</li> <li>• Contract Administrators</li> <li>• Copywriters</li> <li>• Research Specialists</li> <li>• Research Assistants</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>	<ul style="list-style-type: none"> <li>• Database Managers</li> <li>• Research Specialists / Managers</li> <li>• Brand Managers</li> <li>• Marketing Services Managers</li> <li>• Customer Satisfaction Managers</li> <li>• (Research) Project Managers</li> <li>• CRM Managers</li> <li>• Forecasting Managers</li> <li>• Strategic Planners, Marketing</li> <li>• Product Planners</li> <li>• Planning Analysts</li> <li>• Directors of Market Development</li> <li>• Database Analysts</li> <li>• Analysts</li> <li>• Research Associates</li> <li>• Frequency Marketing Specialists</li> <li>• Knowledge Management Specialists</li> <li>• Interviewers</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
Pathways	Marketing Management	Professional Sales	Merchandising	Marketing Communications	Marketing Research
CCTC / Career Ready Practices	<p>The <b>Common Career Technical Core</b> (CCTC) includes a set of standards for each of the 16 Career Clusters™ and their corresponding Career Pathways that define what students should know and be able to do after completing instruction in a program of study. The CCTC also includes an overarching set of <b>Career Ready Practices</b> that apply to all programs of study. The Career Ready Practices include 12 statements that address the knowledge, skills and dispositions that are important to becoming career ready.</p>				