

College & Career Awareness

Name _____

Period _____

Career Connection Assignment: Marketing, Entrepreneur and Management

Go to one of the following websites: <http://www.bls.gov/> and find what type of education you need for each career and write it in the appropriate spot. Another great website is : <https://utahfutures.org/>.

Advertising, Promotions, and Marketing Managers: plan programs to generate interest in a product or service. They work with art directors, sales agents, and financial staff members.

Education: _____

Average Wage: \$55.65 per hour, \$115,750 per year

Marketing Research Analysts: market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.

Education: _____

Average Wage: \$28.99 per hour, \$60,300 per year

Sales Managers: direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives.

Education: _____

Average Wage: \$50.60 per hour, \$105,260 per year

Sales Engineers: sell complex scientific and technological products or services to businesses. They must have extensive knowledge of the products' parts and functions and must understand the scientific processes that make these products work.

Education: _____

Average Wage: \$44.15 per hour, \$91,830 per year

Top Executives: devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and organizations.

Education: _____

Average Wage: \$48.87 per hour, \$101,650 per year

Administrative Services Managers: plan, direct, and coordinate supportive services of an organization. Their specific responsibilities vary by the type of organization and may include keeping records, distributing mail, and planning and maintaining facilities.

Education: _____

Average Wage: \$38.98 per hour, \$81,080 per year

Architectural and Engineering Managers: plan, coordinate, and direct activities in architectural and engineering companies.

Education: _____

Average Wage: \$60.03 per hour, \$124,870 per year

Computer and Information Systems Manager: plan, coordinate, and direct the computer-related activities in an organization.

Education: _____

Average Wage: \$51.65 per hour, \$107,430 per year

Financial Managers: manage budgets and investments for companies.

Education: _____

Average Wage: \$46.45 per hour, \$96,610 per year

Construction Manager: in charge of construction projects, such as buildings, roads, or bridges. They review plans for a project and figure out how to build it. Using pre-building tests, they show the long-term costs of construction including energy use and impact to the environment. They consider various construction methods and decide which one is best for the job...

Education: _____

Average Wage: \$35.94 per hour, \$74,760 per year

Now, come up with two other careers not listed that relates to marketing, entrepreneur, or management and find out the job description, education, and average wage. Use the two websites listed previously.

Career:

What they do:

Education:

Average Wage:

Career:

What they do:

Education:

Average Wage:

Unit Vocabulary:

Product, Goods, Services, Ideas, Target Market, Price, Production Cost, Selling Price, Profit, Promotion, Slogan, Logo, Jingle, Place, Entrepreneur, Inventor, Innovator, Marketing Entrepreneur

Career Connection: