

# Marketing Career Cluster Student Viewing Guide

Name: \_\_\_\_\_

1. List five careers mentioned during the videos:

1.

2.

3.

4.

5.

2. **Instructions:** The following question is specific to the Marketing Consultant portion of the Marketing Career Cluster video.

Name three or more skills necessary to be a successful Marketing Consultant.

1.

2.

3.

3. **Instructions:** The following question is specific to the Marketing Communication portion of the Marketing Career Cluster video.

What are some personality traits that you need to have if you are in marketing?

4. **Instructions:** The following question is specific to the Market Research portion of the Marketing Career Cluster video.

What is the key question that Joel Lalonde says market researchers must constantly ask themselves?

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## Career Cluster Research

Instructions: Visit <http://mygpsforsuccess.com/marketing/> to answer the following questions.

1. Pick one career in this field and describe the pathway for that career (the path taken to become employed as your chosen career).
2. What are the education requirements for each of the career fields defined in the video for this cluster?

Public Relations Specialist

Advertising Manager

Marketing Consultant

Marketing and Research Analyst

3. Using the What sort of jobs can I get tile, what are the salary ranges for the three different career fields highlighted on the tile?
4. What are three personal skills and three personal interests that you share with this career cluster?

Skills

- 
- 
- 

Interests

- 
- 
-

## Marketing Career Cluster Student Viewing Guide

5. Pick one extended interview. Who is the person being interviewed? What are 2 pieces of information that you found interesting in the interview?

**Person Interviewed:** \_\_\_\_\_

**Interesting Facts:**

1.

2.