



# TEXAS CTE *In Action*

A College and Career Planning Guide

## SELL YOUR Skills

YOUR GUIDE to  
CAREERS in MARKETING

- Showcasing 25 Careers
- High School Personal Graduation Plans
- Inside College Admissions



# Dear Texas Student,

**Y**ou are probably tired of people asking, “What do you want to be when you grow up?” Some students know exactly what they want to do, but most haven’t got a clue. The idea of choosing a career is intimidating, and it feels like it’s far in the future. There’s little time in the commotion of classes, activities, sports, work, and fun to think about what career you want to pursue after graduation from high school or college.

It pays, though, to take the time to think about your future career. The truth is that you’ll save a lot of time and money if you have a direction in life, as opposed to just finishing high school and worrying about it later. It’s really a matter of dollars and sense. If you choose a career direction now, you can select classes and activities that will make you highly marketable—and highly paid—when you look for work. And it only makes sense to have an idea of what you want to do rather than just wandering aimlessly through school.

Nobody wants that. Not your parents. Not your teachers. Not your friends. They want you to be somebody.

They want you to use your talents, follow your interests, and pursue your ambitions to become great at what you love to do in life. That’s what you should want, too.

So the time is right to take charge of your life and think about the future. You need a plan of action for how to get from where you are today to where you want to be in a few years: starting out on a personally and professionally rewarding career.

**YOU’VE HEARD  
THAT ‘INFORMATION  
IS POWER.’ WELL,  
THIS GUIDE IS  
POWER. IT PUTS YOU  
IN CHARGE OF YOUR  
FUTURE.**

That’s what Texas CTE is all about. The guide you are holding is one of 16 guides to different career clusters. It is designed to help you make smarter decisions about your education and career options.

You’ve heard the phrase, “Information is power.” Well, this guide is power. It puts you squarely in charge of your future, from creating High School Personal Graduation Plans (see page 5) to choosing college or some other form of education or training after high school. Work with your parents, teachers, and counselors to make decisions, but remind everyone that it is your future at stake and that you are taking charge of it.

Get information. Get a plan. Get a clue about your career direction. It’s alright if that direction changes; choosing a direction now is better than having no direction at all. Just promise yourself that you’ll make smart choices about where to focus your time, energy, and passion.

We’re proud that you are taking steps to plan your career direction, and we pledge that your school, teachers, and counselors will do all they can to help you make wise choices on your plans for success. We wish you the best of luck on your journey.





THE UNIVERSITY OF NORTH TEXAS  
INTRODUCED THE NEW PRODUCT DEVELOPMENT  
SCHOLARS PROGRAM, WHICH FOCUSES ON WHAT  
IT TAKES TO SUCCEED IN THE WORLD OF BUSINESS  
AND NEW PRODUCTS.

# Boom Market

## BUILDING A CAREER IN THE BOOMING FIELD OF MARKETING STARTS WITH SELLING YOU.

You need to think of yourself as a “product” and define the features and benefits that will attract your “customers”—the employers that might hire you. Your resume is like an advertisement telling your story clearly and compellingly by detailing the education, experience, and skills you have that qualify you for the job. Then, with persistence, comes an interview, during which you have to dress to impress, speak and listen well, and show that you can be a valuable member of the organization’s team. Finally, you need to close the deal by following up with a thank-you note that makes a positive impact on the hirer. If you want to learn how to package yourself for success, sell any type of product or service, or serve all kinds of customers, then Marketing may be the right cluster for you.

## HOT Career Areas

Texas has launched a strategic plan that targets state efforts on six industry clusters that economists say will be the engines of economic growth in Texas. As you plan your future, think about a career in one of these new and emerging sectors.

- Advanced Technologies & Manufacturing
  - Molecular technologist
  - Sensor/robotics engineer
- Aerospace & Defense
  - Aerospace engineer
  - Unmanned autonomous vehicle engineer
- Biotechnology & Life Sciences
  - Bioinformatics specialist
  - Biocontainment technician
- Information & Computer Technology
  - System integrator
  - Computer game developer
- Petroleum Refining & Chemical Products
  - Petrochemical engineer
  - Refinery process design engineer
- Energy
  - Wind/solar energy engineer
  - Geophysical (oil and gas) prospector

THE FIRST STEP toward success is making smart decisions about your education and career options.

# Plan for Success



When I was in high school," says Sheryl Kovach, Human Resources director of Environmental Services at Phillips Services Corporation in Houston, "the only job that I even knew about was receptionist work. I didn't aspire to be a manager or entrepreneur because I really didn't know about those disciplines. I was just looking forward to graduating. That was it. I really didn't know what it was I wanted to do."

Sound familiar? You, too, may not have a clue about what to do with your life.

Don't worry, though. Help is right here in your hands. It's one of 16 career cluster guides published by Texas CTE ([www.txcte.org](http://www.txcte.org)). This edition is all about Marketing.

Let's start with some basic steps you should take to get organized, plan for the future, and start on the road to success.

### Assess Your Talents and Abilities

First, you need to figure out some things about yourself. This step can be as simple as writing down a list of your interests (like video games or rock climbing), your hopes and dreams (like helping others), your talents (like writing or math ability), and your weaknesses (if you're squeamish at the sight of blood, for example, you might not want to be a doctor).

Follow up on this informal exercise by taking some formal assessments to determine your interests and abilities. Common assessments include Texas Genuine ([www.texasgenuine.org](http://www.texasgenuine.org)) and CareerTech ([www.careertech.org](http://www.careertech.org)).

Ask your principal or counselor about the career assessments available at your school.

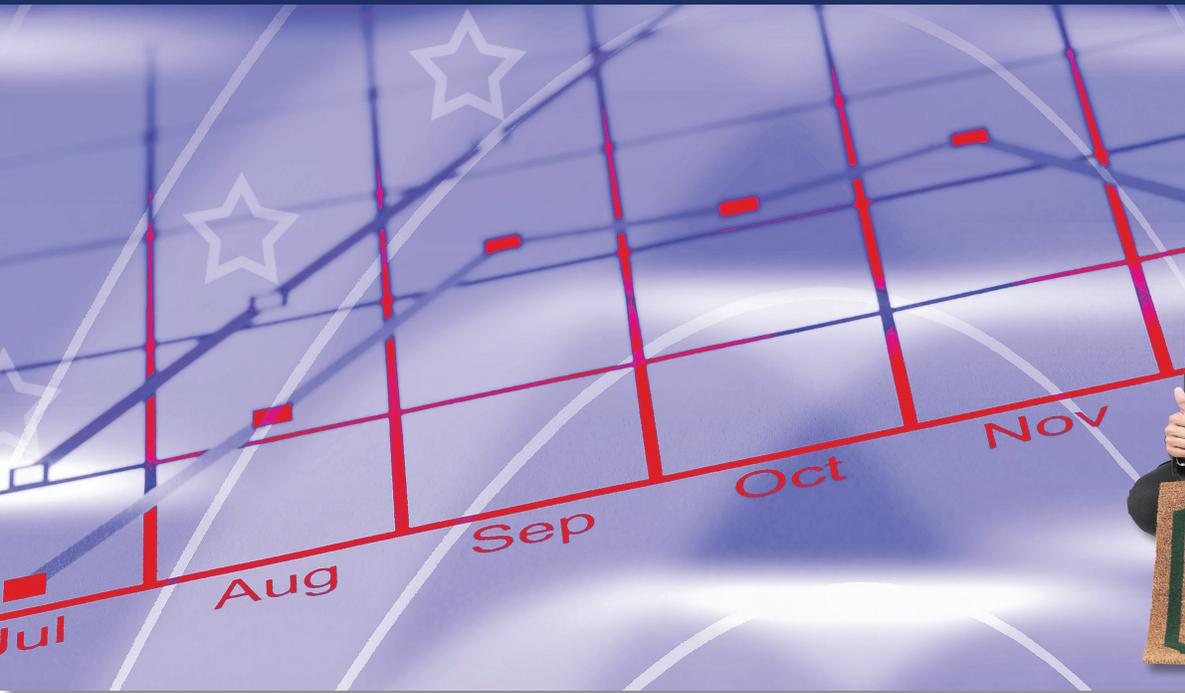
### Research Your Career Options

Once you've learned about yourself, learn more about your career options. There are thousands of occupations out there of which you may never have heard, including some that do not exist because the technologies have not yet been developed. Fortunately, there are plenty of resources (see inside back cover) for you, and they are as close as the nearest computer.

One of the most helpful is the Texas Career Check from the Texas Workforce Commission. It is a vast database of information about hundreds of professions. You can find Texas Career Check at [www.texascareercheck.com](http://www.texascareercheck.com). Another good

## THE ENTREPRENEURSHIP PROGRAMS

AT TEXAS CHRISTIAN UNIVERSITY, BAYLOR UNIVERSITY, AND UNIVERSITY OF HOUSTON ALL MADE ENTREPRENEUR MAGAZINE'S 2015 LIST OF THE TOP 25 COLLEGIATE ENTREPRENEURSHIP PROGRAMS.



place to start is O\*NET ([www.onetcenter.org](http://www.onetcenter.org)).

Gather information about what you can earn in the careers in which you are interested. Find out whether the careers you are considering have a promising future—are they adding or losing jobs? Check out the education you'll need to enter those careers.

The chart on pages 10–11 presents data on 25 possible professions. Remember, though, that these are just a sampling of careers available in the cluster. Go to Texas Career Check, O\*NET, or another resource to investigate other careers.

### Create Your High School Graduation Plan

Once you have a better idea of your interests and abilities, you are ready to plan for high school and beyond. The High School Personal Graduation Plan, is your plan for preparing for the career of your choice.

First, you should choose a career cluster and an endorsement, not a particular occupational goal. In the eighth grade you might choose Marketing and then later become interested in a narrower field such as Sales or Marketing Manager.

The program of study you choose—your plan—does not stop with graduation from high school. You could then pursue a certificate and work as a Real Estate Agent or a four-year degree in Public Relations Specialist.

You should set up a High School Personal Graduation Plan that takes you through career preparation after high school, revising your blueprint as needed as you go along. If your career plans include college study, ask your counselor about tests required for admission to college, such as the PSAT, SAT, or ACT.

### Seek Out Special Programs

Many Texas schools offer innovative programs to prepare students for specific career areas. These include career and technical education (CTE) programs, academies, and magnet schools. Once you've decided on a career direction, ask your counselor about special programs in your area that may provide related experiences in your chosen career.

Samuel Odamah enrolled in the architecture program at the University of Texas at Arlington, having found his career calling at Dallas's Skyline Career Development Center, a high school with career programs in a number of different fields.

"Skyline is one of the few schools in the country that offer programs in architecture," Odamah says. "In some careers, Skyline students could even get professional certifications or licenses right in high school. It was a great place because you could find out whether you really wanted to enter a career."

Odamah says that the career cluster system at Skyline taught him the value of planning for his career and his life. "We learned about planning ahead," he says. "Those who plan things ahead of time don't have to catch up. It's just a matter of what a person wants out of life. Planning gives you a better platform for success."

### Marketing CTSOs:

One of the best ways to acquire experience in your chosen career is by joining a career and technical student organization (CTSO). In Marketing, the most helpful CTSOs are:

- Business Professionals of America (BPA)  
[www.texasbpa.com](http://www.texasbpa.com)
- DECA, Texas Association  
[www.texasdeca.org](http://www.texasdeca.org)
- Future Business Leaders of America (FBLA)  
[www.fblatx.org](http://www.fblatx.org)





## WHAT ARE

# Career Clusters & Programs of Study



In Texas, High School Personal Graduation Plans will guide students' high school and college experiences (see next page). As part of this process, students focus their studies within a chosen career cluster and program of study that lead to an endorsement.

A career cluster is a group of occupations and broad industries that share certain features. Texas has adopted 16 Career Clusters (see back cover), the same ones designated and developed by the U.S. Department of Education.

As the graphic below shows, within each cluster are programs of study, which are more specific groupings of similar occupations. Think of a program of study as being like a college major. In Marketing, you might choose to focus on Buying and Merchandising or Marketing Communications in high school and college.

### Related Occupations

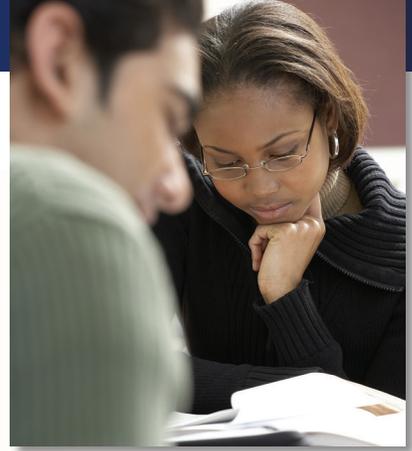
Each career pathway in a particular cluster includes a range of related occupations; Advertising Manager is an example of an occupation that falls within Marketing Communications.

Choosing a career cluster and career pathway will help you acquire the knowledge and skills you'll need to enter your chosen career. It will allow you to follow a seamless course of study from high school into college or other postsecondary education or training. The electives you choose can complement your core academic classes to prepare you for the challenges of the real world of work

### Review Your High School Personal Graduation Plan Each Year

Don't get locked into a cluster and program of study you don't like. You should reexamine your 4-year plan at least once a year and change programs or clusters if your interests have changed. Choosing a cluster and program of study, even if it changes later, means that you'll have a direction in life. The idea is to be aware of what's going on in your life and take control of your future. When you know where your education is going and why, your classes will become more meaningful. You'll make contact with students, teachers, and employers who share your interest in a particular career area. You'll have experiences that are fun and exciting. You'll be on your way to success in school, in a career, and in life.





# WHAT IS A High School Personal Graduation Plan ?

It's a smart idea to create a High School Personal Graduation Plan, or 4-year plan, to guide your studies through high school and into college or other postsecondary education or training. Your 4-year plan represents your chance to take control of your education and career choices. Working with your parents/guardians and guidance counselor, you can pick the cluster on which you want to focus your studies as well as your career and

postsecondary education goals. Don't worry. You aren't locked into your choices. You should revisit your 4-year plan at least once a year to update it. You can change clusters, programs of study, and career and postsecondary goals as your interests and ambitions change. Having a plan—even if it changes—is smarter than having no idea of what you want to do and why you are attending school. Here's how to fill out your 4-year plan.

**CHOOSE** a career cluster on which to focus your high school and college or postsecondary studies. The idea is to offer you a seamless route to follow from high school, through college or other postsecondary education, and into a career. Not all Texas schools offer all clusters, so ask your guidance counselor which clusters are available at your school.

**LIST** basic information such as your name and school.

**PICK** a program of study within the cluster. There are seven programs of study within the Marketing cluster (see page 12).

**CHOOSE** one or more occupations for which you would like to prepare. Use resources such as Texas Career Check ([www.texascareercheck.com](http://www.texascareercheck.com)) to research your options.

**PLAN** for what you want to do after high school. Your goal may be to attend a four-year university or two-year college, join the military, or enter an apprenticeship program. Your postsecondary goal should influence the classes you take in high school; for example, you will need certain course credits to qualify for admission to a college.

**SKETCH** out your schedule of classes for your high school years. You will spend time completing requirement for the Foundation High School Program including electives to earn your endorsement in Business & Industry (26 credits). Planning your 4-year plan will help you get the education and experience you need to start your postsecondary and career goals.

**PICK** extended learning activities that complement your classes (see page 14). Work on community service projects. Plan for paid and unpaid career learning experiences, such as job shadowing and internships. All these extracurricular activities can give you experience that will help you get into college or land a job.

### High School Personal Graduation Plan

Name: Taylor Jones, West High School  
 Endorsement: Business & Industry  
 Cluster: Marketing  
 Program of Study: Buying & Merchandising  
 Career Goal: Sales Manager  
 Postsecondary Goal: Certified Professional Salesperson, Bachelor's Degree in Sales Operations

Foundation High School Program Requirements (22 Credits)	Business and Industry Endorsement Requirements (26 Credits)
English Language Arts (4 Credits) <ul style="list-style-type: none"> <li>• English I</li> <li>• English II</li> <li>• English III</li> <li>• Advanced English Course</li> </ul> Mathematics (3 Credits) <ul style="list-style-type: none"> <li>• Algebra I</li> <li>• Geometry</li> <li>• Advanced Mathematics Course</li> </ul> Science (3 Credits) <ul style="list-style-type: none"> <li>• Biology</li> <li>• IPC or Advanced Science Course</li> <li>• Advanced Science Course</li> </ul> Social Studies (3 Credits) <ul style="list-style-type: none"> <li>• U.S. History</li> <li>• U.S. Government (one-half credit)</li> <li>• Economics (one-half credit)</li> <li>• World Geography or World History</li> </ul> Physical Education (1 Credit) Languages Other Than English (2 Credits in same language) Fine Arts (1 Credit) Career Related Electives (5 Credits) Proficiency in Speech (Determined locally)	Math (1 Additional Credit) Science (1 Additional Credit) Career Related Electives (2 Additional Credits) <div style="background-color: #ADD8E6; padding: 5px; margin-top: 5px;"> <b>EXAMPLE CAREER RELATED ELECTIVES</b> </div> Principles of Business, Marketing and Finance Money Matters Retailing & E-tailing Advertising and Sales Promotion Fashion Marketing Marketing Dynamics Business Management Business Information Management I Business Information Management II Business Law Accounting I Virtual Business Practicum in Marketing Dynamics <div style="background-color: #ADD8E6; padding: 5px; margin-top: 5px;"> <b>DISTINGUISHED LEVEL OF ACHIEVEMENT</b> </div> 4 Credits in Mathematics (Must complete Algebra II) 4 Credits in Science Requirements for at least the Business and Industry Endorsement Remaining requirements <div style="background-color: #ADD8E6; padding: 5px; margin-top: 5px;"> <b>PERFORMANCE ACKNOWLEDGEMENT</b> </div> Outstanding performance <ul style="list-style-type: none"> <li>• in a dual credit course</li> <li>• in bilingualism and biliteracy</li> <li>• on an AP test or IB exam</li> <li>• on the PSAT, the ACT-Plan, the SAT, or the ACT</li> </ul> Earning a nationally or internationally recognized business or industry certification

Curricular Experiences: Business Professionals of America (BPA), DECA, Future Business Leaders of America (FBLA)  
 Extracurricular Experience: Academic Decathlon, Campus Service Organization, School Newspaper, Yearbook  
 Career Learning Experiences: Career Preparation—Paid and Unpaid, Job Shadowing, Internships, School-based Enterprise  
 Service Learning Experiences: Boy Scouts, Boys and Girls Club of America, Community Service Volunteer, Girl Scouts

A CAREER PORTFOLIO (see page 15) is a good way to organize information about your educational experiences, record results of career interest and abilities assessments, and hold examples of your best work. Include a 4-year plan in your portfolio.



Make That

# \$ale

**BOOST A COMPANY'S**  
bottom line and your future  
with a career in Marketing.

**O**n the first day of classes at the Texas A&M Mays Business School, Assistant Professor of Marketing Janet Parish always asks her students what they think marketing is.

"Marketing is very broad. Most people couldn't define it if they had to," says Parish, who has taught Marketing and lived it while working for an ad agency, hospital, and bank.

Although marketing involves many skills—including advertising, public relations, research, customer service, and special event planning—experts agree that selling is the bottom line.

### The Key to Success

Whether promoting Nike or Speedo, iPods or IHOP, a bank or a hospital, marketing is designed to boost sales, and sales is the heart of business success.

"Marketing is everything and everything is marketing,"

says Ken Fairweather, marketing program coordinator at LeTourneau University in Longview. "It's the overriding mindset that needs to permeate all aspects of business, whether we're talking about accounting, engineering, or production."

### Well-Paid Professionals

Because businesses thrive by expanding sales, skilled marketing professionals make good money. Some of the jobs in the field are:

- ▣ Public relations specialists, who work to create goodwill for organizations by gaining favorable publicity. The Texas Workforce Commission says an entry-level PR worker in Texas can expect to earn \$31,869 and an experienced worker \$69,561. "Salaries vary a lot by industry, specific career, and region," notes Parish.
- ▣ Market research analysts, who research market conditions in a certain area to determine potential sales of a product or service. They dig up information on competitors and prices. An entry-level analyst can expect to earn \$38,736 and an experienced analyst \$85,622.

**PI SIGMA EPSILON**  
IS A NATIONAL,  
PROFESSIONAL  
COEDUCATIONAL  
FRATERNITY IN MARKETING,  
SALES MANAGEMENT,  
AND SELLING.

## 10 Fast-Growing Careers

Occupation	Growth Rate (2012-2022)	Avg. Annual Openings (2012-2022)
Market Research Analyst & Marketing Specialist	41%	1,315
Marketing Manager	25%	455
Customer Service Representative	23%	10,695
Demonstrators and Product Promoter	23%	275
Sales Engineer	22%	235
Public Relations Specialist	21%	580
Real Estate Broker	21%	150
Sales Manager	20%	990
Wholesale & Retail Buyer	20%	395
Purchasing Manager	20%	175

This is a projection of 10 fast-growing careers in Marketing in Texas from the year 2012 to 2022 and the number of average annual openings in each occupation. Note that while the percentage of growth in jobs may be high, the actual number of jobs created may be low. Source: Texas Workforce Commission.

## 10 Top-Paying Careers

Occupation	Average Wage	Entry-Level Wage	Experienced Wage
Marketing Manager	\$64.62	\$36.96	\$78.45
Sales Manager	\$62.20	\$32.31	\$77.15
Purchasing Manager	\$57.47	\$32.80	\$69.80
Sales Engineer	\$51.05	\$32.36	\$60.39
Real Estate Broker	\$46.21	\$15.35	\$61.64
Advertising and Promotions Manager	\$43.34	\$19.68	\$55.16
Property, Real Estate, & Community Association Manager	\$35.87	\$16.95	\$45.33
Market Research Analyst & Marketing Specialist	\$33.65	\$18.62	\$41.16
Appraiser & Assessor of Real Estate	\$30.34	\$17.32	\$36.85
Purchasing Agent	\$29.96	\$18.24	\$35.81

This is a chart of hourly wages for 10 of the top-paying careers in the Marketing cluster in Texas. Note how entry-level wages are often much lower than pay for the average worker and experienced workers in each profession. Source: Texas Workforce Commission.

- Marketing managers, who figure out the demand for products and services offered by a firm and its competitors and target potential customers. An entry-level manager can expect to earn \$76,880 and an experienced manager \$163,181.

### Bright Prospects

Demand for people in Marketing is high, and Texas Workforce Commission projections indicate it is growing across the board. For example, the commission says that employment of marketing managers in Texas will increase 25 percent between 2012 and 2022. Projected increases are 19 percent for advertising and promotions managers, 20 percent for sales managers, and 21 percent for public relations specialists.

Marketing techniques are applicable to all enterprises, public and private. Marco Barrera, who is completing studies toward a bachelor's degree in marketing at the University of Houston, plans to apply his skills in a commercial real estate

**HOUSTON'S**  
BUSINESS MARKETING  
ASSOCIATION SPONSORS  
SUMMER INTERNSHIPS  
AND SCHOLARSHIPS FOR  
LOCAL UNDERGRADUATE  
STUDENTS.

**TEXAS** A&M **CTE**

career.

When he researched the field, Barrera talked to several commercial real estate company owners who were

marketing majors in college. One of them told him, "You have to know how to sell yourself before you can know how to sell anything else."

Barrera heeded the advice. He studied marketing research, which will help him figure out what customers want and need. Experience with crafting marketing plans in college will aid in setting goals for his business and meeting them.

### Pursue Your Passion

Research is a passion for Parish at Texas A&M. "I like statistics. I'm kind of crazy that way," she jokes. "I like things that help managers make decisions with less uncertainty."

Marketing is at work even in the design of retail environments such as the local mall. "Marketing is applied psychology," Fairweather says, to make people buy. Doesn't that aroma of fresh-baked cookies in the mall make you want to buy a treat at the food court? That's applied psychology thought up by a savvy marketer, Fairweather says. "All those smells aren't coming from the oven. They're coming from a mechanical atomizer."

Parish advises her students to find an industry they're passionate about, and pursue a Marketing job in it. She remembers a college swim team member who lapped up an internship with Speedo. If you enjoy music, you might find a public relations gig with a band.

Have you ever liked a product so much—whether clothes, a CD, or a car—that you naturally talked someone else into buying one like it? "If you love it, you can sell it," says Parish. That's Marketing.



## Q U I Z

Is Marketing the right cluster for you? Take this quiz to find out. Answer "yes" or "no" to the following questions.

1. Do you like to look at ads in magazines and on TV and the Internet?
2. Have you ever dreamed up and started a business or a band?
3. Are you outgoing and a "people person"?
4. Do you enjoy trying to persuade friends to see things your way?
5. Do you like speaking in front of a group?
6. Have you raised money for a club by selling cookies or candy bars?
7. Do you get good grades in math classes?
8. Do you enjoy doing research?
9. Do you like organizing events such as parties?
10. Have you worked on your high school newspaper or yearbook?

If you answered "yes" to five or more of the above questions, Marketing may be the right cluster for you. To get a more specific and scientific measurement of your attitudes and abilities, ask your guidance counselor or teacher about taking a career assessment test or interest inventory.



## What Employers Want

### WILLINGNESS TO LEARN

Bill Beck, local sales manager for KIII-TV 3 in Corpus Christi, looks for employees who want to learn. "I can teach you about the industry, and I can teach you a set of sales skills that will allow you to make money," he declares.

One young woman with just a high school diploma proved him right. She started out as a sales assistant making \$10 an hour. A few years ago, Beck convinced her to become a salesperson working on commission—and she's now pulling in \$80,000 a year.

### ABILITY TO DRIVE SALES

"The best marketing people," says Valerie Freeman, chief executive officer of the Imprimis Group, a Dallas recruiting firm, "are those who can figure out how the messages they put out there are going to result in sales."

Beck adds that his employees try to figure out how they can meet a need customers have. For instance, if a company is going to have a sale, how can the TV station best promote it to drive business? Marketing pros have the tools that allow them to put their ideas into action, he says. Computer literacy, graphics experience, and database skills are helpful.

### WORK ETHIC

There's more to success than having skills, however. Freeman says a good work ethic is very important.

"You can't be late. Business is about being there, showing up, having a good attitude toward your job and coworkers," Freeman says. "I've fired a lot of college kids because they didn't understand you can't come in at 10 a.m. and think it's okay."

Ronald Richardson, marketing director for Hoss Equipment Co. in Irving, seeks employees who are willing to work hard and meet deadlines—no matter what it takes.

He explains, "Marketing is a pretty demanding profession. It requires a lot of detail-oriented focus. While the job could mostly be 8 to 5, there are times when you might be required to stay until 2 in the morning to meet a deadline."

### FLEXIBILITY

Richardson's company is a global leader in the rebuilt and used heavy equipment industry, with brands like Caterpillar, Komatsu, Hitachi, and Volvo. When it comes to marketing the products, Richardson has found it's important to stay flexible.

"Projects come up," he says. "Sometimes things don't go according to plan, and you're expected to stay until you successfully conclude the project."



# Sell The Sizzle

## CREATIVITY, VARIETY, AND FUN are serious business in Marketing.

In the Marketing business, the old saying goes, "you sell the sizzle, not the steak." For Mary Larson, assistant general manager of the San Angelo Colts minor league baseball team, that means using her sense of fun and imagination to get people into the ballpark.

She sells ads on the outfield fence and comes up with wacky in-stand promotions to whip fans into a cheering frenzy. Larson believes building excitement is part of marketing and does what it takes to stir up customers—from staging fireworks displays and rubber-chicken tosses to organizing "human bowling" contests in which people climb into padded spheres and roll like a ball to knock down giant pins and win prizes between innings.

### Creativity and Variety

A few miles away, Becky Brackin holds a more traditional marketing job, but one that still allows for plenty of creativity. As the San Angelo Standard-Times online and marketing director, she tries to keep all the people at the newspaper happy.

"We're kind of an ad agency for four departments: the newsroom, circulation, advertising, and online," says Brackin. She meets regularly with people in each

department to find out what they need and how she can help.

"No two days are the same. That's one of the things I like about my job," she says. Her in-house clients are varied, too. "Each department has its own personality. You've got professional journalists, and then you have delivery drivers. Then you've got salespeople, who are yet another kind of personality."

### Communication

Brackin finds it necessary to have good interpersonal and communication skills. She combines those with the ability to maintain her cool when called upon to represent the newspaper to the public. "My boss relies on me to be the voice of the paper if television comes over to do an interview," she says.

No matter whom she's working for in-house, a big part of marketing involves knowing her audience. "That's the key," Brackin says. She oversees advertising and reader satisfaction surveys that enable her to keep tabs

## ASPIRING PRO GOLFERS

CAN PARTICIPATE IN THE FIVE-YEAR PGA/PROFESSIONAL GOLF MANAGEMENT PROGRAM AT SAM HOUSTON STATE UNIVERSITY IN HUNTSVILLE.



on who lives in the community and what their lifestyles are like.

As Brackin explains, "We're trying to find out what drives people to read the paper so we can market to people who would likely subscribe."

#### Budget Management

Daryl Reva also juggles many skills as a marketing professional. As North America advertising manager for Nortel Networks in Richardson, he likes the variety of challenges in his job. Formerly known as Northern Telecom, the company is a telecommunications equipment manufacturer doing business in more than 150 countries.

"My job entails an array of marketing, advertising, and branding," reports Reva. "I spend the majority of my day addressing corporate advertising needs." The mix includes print and online ads as

well as radio spots.

Reva's job involves more than words and images, though. He also looks at the numbers, budgeting ad dollars and tracking returns on the investments. "I cannot stress enough the fact that budget management on your resume is extremely critical," he says.

#### Openness to New Ideas

In college, when he was toying with the idea of a marketing career, Reva noticed how the Internet and emerging technologies were changing the world.

"I knew I wanted to take the business route, but was unsure of my specific focus. My interest in marketing began with a couple of classes I took in e-business," he recalls. "The possibilities for using the Internet for marketing and advertising are unlimited. The

ability to reach billions of people has enhanced all aspects of advertising and brand positioning for companies."

Brackin agrees that being open to change is crucial in Marketing. "More than ever before, marketing is part of the development of any product," she says. That can translate into play as well as hard work.

She admits, "We have some of the weirdest brainstorming sessions. We just throw everything on the wall and see what sticks. We're just having fun, and we're getting work done. Next thing we know, we have something we can take and use."



## 5 Cool Careers

CHECK OUT THESE EXCITING CAREERS IN MARKETING.

1.

#### EVENT PLANNER

Imagine getting paid to throw a party. That's what event planners do. Mary Larson, assistant general manager of the minor league San Angelo Colts, organizes everything from pizza screams (fans who scream the loudest get free pizza) to rubber-chicken tosses to drum up excitement and fill the stadium for her baseball team. "I like that I'm able to be very creative," she says.

2.

With e-commerce

transactions projected to reach \$173 billion in 2010, a whole new approach to marketing has sprung up. Tech-savvy, ingenious e-marketers are devising new ways to use the Internet to deliver their message every day. Advertisers set up sponsored links on search engines, banner ads are embedded into websites, and email is used to drum up political contributions or promote local retail shops. Opportunities in this field are limited only by your ability to come up with the next great marketing idea.

3.

#### POLITICAL PRESS SECRETARY

A press secretary has the inside scoop on breaking political news and keeps the public informed about government agencies and officials. A press secretary for a member of Congress, for example, keeps constituents aware of the representative's accomplishments. These specialists may handle everything from media interviews to marketing materials. A college degree combined with some experience—usually through an internship—is excellent preparation.

4.

#### MARKETING PRO FOR A NONPROFIT GROUP

The Austin-based Lance Armstrong Foundation for cancer survivors is an example of a nonprofit organization. When seeking a marketing director recently, the foundation wanted someone who could develop good marketing plans. "Fund-raising for nonprofits involves a great deal of marketing and public relations," says Jamie Belinne, executive director of the Rockwell Career Center at the University of Houston's Bauer College of Business. "Writing skills are critical for promotions-oriented marketing."

5.

#### GOLF COURSE MARKETING DIRECTOR

Marketing directors help boost revenue for management companies specializing in golf courses and golfing communities. They work in comfortable, relaxed settings, developing and interpreting marketing data about customers to create programs to drive sales. Winners in this job generally have a bachelor's degree, strong communication skills, a commitment to customer service, and some marketing experience.



# Marketing

Listed below are 25 careers you might consider in the Marketing cluster. These are not all the careers to you at different education levels. Turn to the "Online Info" on the inside back cover to research a and ambitions. Here's an explanation of the kind of information presented in each column.

● **SOC:** Stands for Standard Occupational Code, which organizations like the U.S. Department of Labor use to categorize career information. Sometimes you can find data on a career faster by searching for its SOC.

● **GROWTH:** This is the projected annual growth in Texas for the career between 2012 and 2022. Fast-growing occupations may offer greater career opportunities for young adults.

● **OPENINGS:** This is the projected number of job openings for the career in Texas each year. Even though a career may be fast growing, there may not be a lot of positions available. Careers with more openings will give an entry-level worker a better chance of getting a job and greater job security.

● **WAGES:** This is the amount the average person in the career earns in Texas per year. Naturally, entry-level wages are lower than the average, and those for workers with years of experience are generally higher.

SOC	Occupation	Growth		Wages	Education
19-3021	Market Research Analyst & Marketing Specialist	41%	1,315	\$69,993	Master's degree
13-1023	Purchasing Agent	18%	870	\$62,306	Bachelor's plus experience
11-2011	Advertising and Promotions Manager	19%	65	\$90,138	Bachelor's plus experience
11-2022	Sales Manager	20%	990	\$129,384	Bachelor's plus experience
11-2021	Marketing Manager	25%	455	\$134,414	Bachelor's plus experience
11-3061	Purchasing Manager	20%	175	\$119,528	Bachelor's plus experience
41-9031	Sales Engineer	22%	235	\$106,183	Bachelor's degree
27-3031	Public Relations Specialist	21%	580	\$56,997	Bachelor's degree
27-1027	Exhibit Designer	15%	30	\$42,399	Bachelor's degree
11-9141	Property, Real Estate, and Community Assoc. Manager	19%	1,095	\$74,608	Bachelor's degree
13-2021	Appraiser and Assessor of Real Estate	14%	165	\$63,110	Postsecondary award
41-9022	Real Estate Sales Agent	17%	925	\$54,914	Postsecondary award
51-9071	Jewelers and Precious Stone and Metal Worker	7%	85	\$37,208	Postsecondary award
41-9021	Real Estate Broker	21%	150	\$96,112	Work experience in a related occupation
13-1022	Wholesale and Retail Buyer, except Farm Products	20%	395	\$61,190	Work experience in a related occupation
41-1011	First-line Supervisor of Retail Sales Workers	12%	4,435	\$42,840	Work experience in a related occupation
27-1026	Merchandise Displayer and Window Trimmer	18%	470	\$26,646	Moderate-term on-the-job training
41-3011	Advertising Sales Agent	8%	330	\$51,640	Moderate-term on-the-job training
41-4011	Sales Rep, Wholesale and Manuf., Tech and Scientific Products	19%	1,175	\$84,807	Moderate-term on-the-job training
41-9011	Demonstrator and Product Promoter	23%	275	\$29,181	Moderate-term on-the-job training
43-4051	Customer Service Representative	23%	10,695	\$30,251	Moderate-term on-the-job training
41-2031	Retail Salesperson	16%	19,040	\$25,089	Short-term on-the-job training
41-2021	Counter and Rental Clerk	17%	1,400	\$26,666	Short-term on-the-job training
41-2011	Cashier	15%	13,875	\$19,485	Short-term on-the-job training
53-3031	Driver/Sales Worker	22%	1,480	\$25,781	Short-term on-the-job training

Source: Texas Workforce Commission (TWC)

Note: This chart is a sampling of careers in the cluster, not recommendations from TWC or any other agency or organization. Always do thorough research and consult with your parents/guardians before making a career choice.

er options in the cluster— they are just a sampling showing the variety of occupations available  
 all career options in the cluster of your choice and decide on the ones that best fit your talents

**EDUCATION:** This is the minimum preferred level of educational attainment for people working in the career in the United States. This can range from short-term on-the-job training to a doctoral degree taking several years of college.

**EDUCATION LEVELS:** The color bars show the mix of education levels attained by people actually working in the profession in Texas (see bars at right). If a bar features mostly one color, that means that level of education is likely the one you'll need to reach to work in the profession. Look at sales manager, for example, and you'll see that virtually everyone in the field has a college degree or better. If the three colors in the bar are roughly equal in size, that means that there are opportunities in the profession for people of all education levels. For example, about 30 percent of the people working as wholesale and retail buyers have a high school diploma, while 35 percent have some college, and 35 percent have four-year degrees or better.

**JOB DESCRIPTION:** These are brief descriptions of each career from O\*NET Online ([www.onetcenter.org](http://www.onetcenter.org)).

High School	Some College	College or Better
Percentage of people in the occupation who have at most high school diplomas	Percentage of people in the occupation who have some college	Percentage of people in the profession who have a four-year college degree or better

Education Levels	Job Description
	Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.
	Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semi-finished materials for manufacturing.
	Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.
	Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential, inventory requirements, and monitor the preferences of customers.
	Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.
	Plan, direct, or coordinate the activities of buyers, purchasing officers, and related workers involved in purchasing materials, products, and services.
	Sell business goods or services, the selling of which requires a technical background equivalent to a baccalaureate degree in engineering.
	Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.
	Design special marketing exhibits. May confer with marketing directors and conduct research to determine appropriate styles for exhibits.
	Plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.
	Appraise real property to determine its fair value. May assess taxes in accordance with prescribed schedules.
	Rent, buy, or sell property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.
	Design, fabricate, adjust, repair, or appraise jewelry, gold, silver, other precious metals, or gems. Includes diamond polishers and gem cutters and persons who perform precision casting and modeling of molds, casting metal in molds, or setting precious and semi-precious stones for jewelry and related products.
	Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate, renting properties, and arranging loans.
	Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products.
	Directly supervise sales workers in a retail establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.
	Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
	Sell or solicit advertising, including graphic art, advertising space in publications, custom made signs, or TV and radio advertising time. May obtain leases for outdoor advertising sites or persuade retailer to use sales promotion display items.
	Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of postsecondary education.
	Demonstrate merchandise and answer questions for the purpose of creating public interest in buying the product. May sell demonstrated merchandise.
	Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.
	Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.
	Receive orders for repairs, rentals, and services. May describe available options, compute cost, and accept payment.
	Receive and disburse money in establishments other than financial institutions. Usually involves use of electronic scanners, cash registers, or related equipment. Often involved in processing credit or debit card transactions and validating checks.
	Drive truck or other vehicle over established routes or within an established territory and sell goods, such as food products, including restaurant take-out items, or pick up and deliver items, such as laundry. May also take orders and collect payments. Includes newspaper delivery drivers.



PROGRAM

PROFILES

HERE ARE the programs of study available within the Marketing cluster in Texas high schools.\* The State has created programs of study for each of these areas. These documents detail high school classes you might take, extended learning opportunities, and postsecondary programs.

#### BUYING AND MERCHANDISING

Employees in this field get the product into the hands of the customer. They might buy the products that the businesses sell or design the display and packaging for the product.

#### DISTRIBUTION AND LOGISTICS

Employees in this field arrange delivery of products to stores for sale to consumers. They make sure there are enough products to be sold and stocked.

#### E-MARKETING

Employees in this field use the Internet to sell products and services. They create the content for the website and conduct market research using the latest electronic tools.

#### MANAGEMENT AND ENTREPRENEURSHIP

In this field, employees direct the marketing operations of a business. They might work for a small company or do all the activities themselves.

#### MARKETING COMMUNICATIONS & PROMOTION

Employees in this field design and implement marketing plans. They create ads for television or magazines and also develop spot ads for radio.

#### MARKETING INFORMATION MANAGEMENT & RESEARCH

Employees in this field collect and analyze many different types of information that is used to design new products and to predict future sales. They might get information to compare a company against a competitor.

#### PROFESSIONAL SALES AND MARKETING

Employees in this field make sure goods and services are sold to businesses or individuals. Exhibit designers create appealing displays to give information or attract attention.

\* Not all schools offer all programs of study or clusters. Ask your counselor which programs are available at your school.

## A High School

# Head Start

**DON'T WAIT** for college—check out cool marketing programs in your school now.

**A**t Pet Country in Missouri City, Christine Birdina deals with pet owners, runs the cash register, bathes dogs, feeds mice and gerbils, and earns college credit while doing so. It's part of a deal her future college, Texas Tech, has arranged with Clements High School, Birdina's school in nearby Sugar Land.

The college and Birdina's high school recognize how real-world work experience can help her reach her career goals. After studying marketing in classes at school in the morning, she gets an education in retail marketing at work in the afternoon. Even in a pet store, marketing is all about doing whatever it takes to sell the customer your product.

"I leave school at 12:15, then go to work," Birdina says. "It's not a behind-the-desk job. It's always different, always fun. I pretty much run the whole business if no one else is in. I'm a cashier, I take in shipments, and I feed and walk all the animals."

#### Easier Than Ever

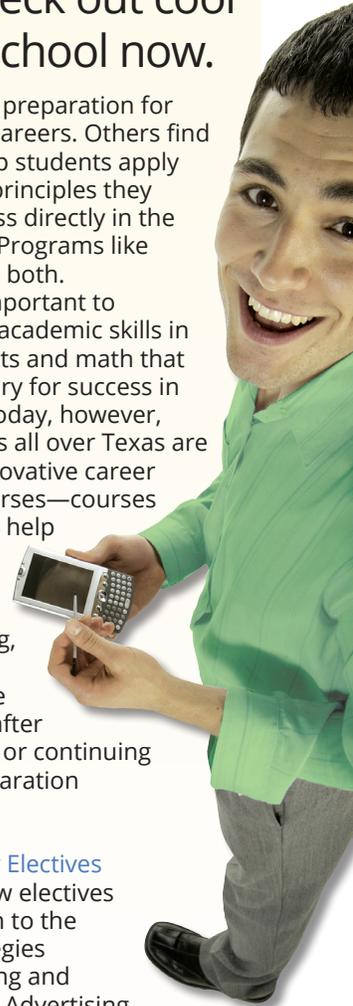
Programs like this one are just one way that Texas high schools are making it easier than ever to prepare for a career in Marketing. A variety of creative programs across the state enable students to coordinate their high school

and college preparation for marketing careers. Others find ways to help students apply marketing principles they study in class directly in the workplace. Programs like Birdina's do both.

It's still important to master the academic skills in language arts and math that are necessary for success in business. Today, however, high schools all over Texas are offering innovative career elective courses—courses designed to help prepare students for a career in marketing, whether entering the workplace after high school or continuing career preparation in college.

#### New Career Electives

These new electives are tuned in to the latest strategies for marketing and technology. Advertising and Sales Promotion and Retailing and E-tailing teaches up-to-date advertising techniques and promotional strategies using the Internet. In Sports and



TEXAS STATE UNIVERSITY-SAN MARCOS  
IS HOME TO A CHAPTER OF ALPHA MU ALPHA,  
A NATIONAL MARKETING HONORARY SOCIETY  
RECOGNIZING SCHOLASTIC ACHIEVEMENT  
AMONG MARKETING STUDENTS.

Entertainment Management, students learn the management skills necessary to organize, plan, and manage entertainment events. Networking, human relations, and leadership skills are especially emphasized.

Global Business covers how to do business with foreign countries, the ins and outs of managing cultural differences, and how different governments and economies affect marketing strategies. For those aspiring to work for themselves, a course in entrepreneurship introduces students to the hottest fields in marketing and

discusses the risks and rewards of owning their own business.

#### In-School Stores

A number of Texas schools offer in-school opportunities to practice sales and business skills through the operation of a school store. In a cooperative education class offered at Pampa High School in Pampa, juniors and seniors working at the store learn to count change, prepare items for sale, and take inventory.

"Learning these skills gives students a head start," says Donna Crow, Pampa

marketing teacher. "When they get to college or on the job, they have the sales and marketing terminology down and job entry skills, so they're not lost."

#### Student Organizations

Clements High School in Sugar Land, Birdina's high school, offers seven marketing courses in addition to numerous career-building activities in partnership with DECA, an in-school organization of students exploring marketing as a career.

"We have more than 300 students in our program," says Ken Kaser, marketing teacher at Clements. "It's important to get experience in the field as early as possible, because it makes it easier later on."

Students are given plenty of opportunity to earn college credit while still in high school, as Birdina does. One-semester courses count for a half credit, full-year courses count for one credit, and students may earn as many as three credits through the school's co-op internship program, which often allows students to leave school early to go to work.

#### Local Articulated/Advanced Technical Credit (ATC) Opportunities

Another way to get a head start on college is to take advantage of local articulated/ATC credit opportunities, which enables students to combine courses of study in high school and at local community colleges to earn associate's degrees in marketing and other subjects.

Students take approved locally articulated/ATC credit courses, such as Advertising/E-Commerce, in high school. Students must earn a "B" or better in those courses and declare their major at one of dozens of participating community colleges and universities throughout the state.

They can earn up to 15 college credits while still in high school for a head start on their associate's degree. Check with your local high school to see what articulated/ATC credit courses are available with your local community college.

## SPOTLIGHT

### A\*S\*K AND YOU SHALL RECEIVE Certifications Help Students Stand Out in the Crowd

Certification makes you stand out from the competition, whether you're applying for college or applying for a job. The A\*S\*K (Assessment of Skills and Knowledge) Business Institute offers certification in areas including general business and marketing concepts, marketing communications and advertising, and professional selling.

A\*S\*K is a nonprofit organization, dedicated to promoting marketing and business education. It certifies the skills students have mastered in high school business and marketing classes. Students can then use those certifications to help them land jobs and get into the college of their choice.

A\*S\*K certifications are recognized by the Texas Education Agency, and testing is offered online, usually at your high school. As a marketing or business student, you may take one of several exams that measure your mastery of the course materials at various levels: foundational (career-sustaining), advanced (specialist), or manager/entrepreneur.

Your results are compared against standards and performance measures established by the institute in partnership with the business community, trade and professional associations, and educational institutions to ensure the knowledge and skills are what potential employers are

looking for in qualified job applicants.

"Certification offers a unique opportunity for students to stand out from the crowd by proving what they've learned," says James R. Gleason, president and chief executive officer of MarkED/Career Paths, a nonprofit business education group that partnered with the marketing student organization DECA to develop A\*S\*K.

"The program offers students the chance to document their success in the classroom and use it to leverage future opportunities," Gleason says.

In addition to certification, you may also apply for the A\*S\*K Recognition package, which includes a high-quality certificate, a series of letters documenting your expertise, a press release hailing your accomplishment, and posting of your name on the A\*S\*K website ([www.askinstitute.org](http://www.askinstitute.org)).

These materials are proof to your chosen college or prospective employer that you are serious about pursuing your chosen career and that you meet high professional standards.

For more information on A\*S\*K certifications, ask your marketing education teacher, visit [www.askinstitute.org](http://www.askinstitute.org), or call 614-486-6708.

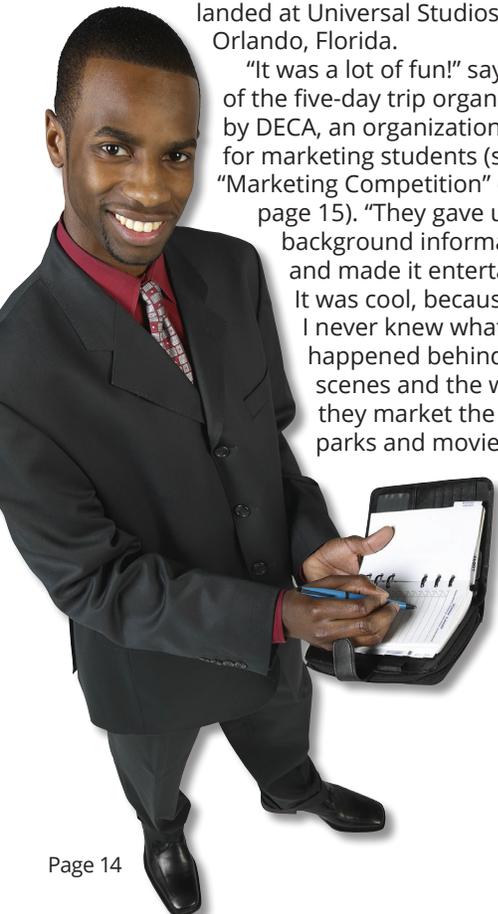




**STUDYING**  
Marketing  
outside class is  
a great way to  
get ahead.

**P**reparing for a career in marketing isn't all fun and games, but sometimes it can come close. When Rachael Gavri, a former graduate of Sugar Land's Clements High School, participated in extended learning to learn how marketing works, she landed at Universal Studios in Orlando, Florida.

"It was a lot of fun!" says Gavri of the five-day trip organized by DECA, an organization for marketing students (see "Marketing Competition" on page 15). "They gave us background information and made it entertaining. It was cool, because I never knew what happened behind the scenes and the ways they market the theme parks and movies."



#### Exceptional Rewards

An excursion like this is one example of "extended learning" opportunities—learning activities that take place out of the classroom—that are not only great career-building experiences but great fun as well.

In addition to exciting trips, DECA organizes local, state, and national competitions in marketing skills for students interested in the field. Participation in DECA and organizations such as Future Business Leaders of America (FBLA) can help you develop marketing skills outside the classroom. FBLA competitive events have included making a video to promote community service projects, creating fund-raising websites for local charities, and drafting a marketing plan for a city recovering from a natural disaster.

#### Part-Time Work

Even a summer job can give you valuable extended learning experience. Summer work is helpful because you have the opportunity to practice habits like reliability, punctuality, and teamwork that will be valuable no matter what your career. If you're interested in Marketing, try to find summer work or part-time work after school involving sales. Taking part in selling activity of any kind will give you some insights into the marketing process.

#### Internships

An internship is a part-time or summer job that is meant to help you learn more about a specific career. Students work with a business that understands that they are there to learn particular skills. Sometimes

experienced employees or mentors agree to take the students under their wing and help with professional development.

"I've used interns for about 13 years because that's where I came from," says Charlie Luker, general manager for Discount Tires in Stafford, who began his own career in marketing at Discount Tires.

"Right now, I have four high school and four college interns," Luker says. "We try to work around

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& SALES (S<sup>3</sup>) IS THE ONLY  
UNDERGRADUATE PROGRAM  
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WITH PRO TEAMS SUCH AS THE  
SAN ANTONIO SPURS, THE DALLAS  
COWBOYS, AND THE HOUSTON  
ASTROS.



their school schedules and they usually don't work more than two or three hours a day, no more than three to four days a week. It's a great program for people who want to gain basic work skills."

Job shadowing is another example of extended learning. In this case, you follow a professional in the workplace to gain an understanding of what his or her career is really like and whether it is a position you are interested in. In fact, February 2, Groundhog Day, is observed as National Groundhog Job Shadow Day by many schools across the nation.

### Certifications

If you are certain you want to pursue a marketing career, you may be ready to work on official certification of your skills. You concentrate on a particular marketing skill, master it, take a test to prove your mastery, and then use the certificate to

document your skill when applying for jobs or advanced education or training.

For example, if you want to go into retail sales, a great place to start is by getting your national professional certification in customer service. This training program, offered through the National Retail Federation, demonstrates you've acquired the skills necessary for entry-level or supervisory customer service positions.

"As retailers," says Joe Williams, a vice president of the Texas Retailers Association in Austin, "if we don't give good customer service, we might as well close our doors. When I'm interviewing prospective employees, seeing this certification tells me that these candidates have made the extra effort to understand my business. It's definitely a feather in their cap and gives them a leg up on the competition."

## CREATE a Career PORTFOLIO

One valuable tool that can help you get ready for college and beyond is a career portfolio—a collection of items that document your achievements both in and out of school, assembled in one convenient package.

A career portfolio is not simply a resume, although it can certainly include one. So what should go in a career portfolio? A variety of things, depending on your own personal experiences. It could include transcripts and grades; writing samples; letters of recommendation from teachers, mentors, or employers; awards you've received; and items that document other activities, such as internships and job shadowing experiences.

"You need to be specific—dates, how many years, any awards, what they meant, and who you received them from," says Grace Brauchle, who helps students put their portfolios together as the career center coordinator for Lehman High School in Kyle.

Brauchle says portfolios come in handy when students apply for jobs or admission to college. "First impressions are a very big thing," she says, "and you want to be the one whose papers get passed around the office. You want to be the one where the admissions counselors say, 'Wow, look at this one!'"

## SPOTLIGHT

### MARKETING COMPETITION DECA Members Learn Real-World Skills

DECA is a national association of students interested in marketing careers that is designed to help students develop the skills they need to succeed. In addition to projects organized in high schools and interesting field trips, DECA and its business partners award hundreds of thousands of dollars in scholarships to member students each year.

DECA offers honor awards for academic excellence and leadership. DECA conducts annual competitions at the local, state, and national levels, and the rewards can be exceptional.

"These young people are limited only by their imagination," says Marcella Norwood, associate professor in the department of human development and consumer sciences at the University of Houston and former president of the board of directors for International DECA, Inc.

"For example," Norwood says, "they decide what type of competitive event they want to participate in. Some events are role-playing and others also include a written 'manual.' If it involves a charity, the students decide

which charity to benefit, complete the project, write it up, and submit the manual for judging at the local, district, and state level."

"Students may move on to the international level to compete against teams from all 50 states, Puerto Rico, Guam, the Virgin Islands, Canada, and Germany."

The highlight of Rachael Gavri's DECA experience was a research trip to Universal Studios in Orlando, Florida. As part of a group from Clements High School in Sugar Land, Gavri met with marketers from the studio and shared ideas with the professionals.

"We came up with ways that the theme park could better market itself," Gavri says. "My group thought that some of the attractions were girly or kiddish, so we suggested rides that would appeal more to guys." Their hosts were receptive, Gavri says: "They said they'd take our ideas under consideration."



GET THE Marketing education you need to reach your career goals.

# Preparation

## after High School



Sometimes your road to a career in marketing can include a number of detours. Jennifer Young was just six months from finishing her college degree at the University of Texas at Austin in Spanish and criminal justice when she decided to pursue a career in marketing instead.

"I had a job as a bail commissioner," she says, "but my other interest was photographing for the NASCAR circuit. If you've ever been to a NASCAR race, it is nothing but marketing—cars, drivers, sponsors—and it seemed like a lot of fun."

So armed with her bachelor's degree in an unrelated field, she took a couple of jobs with small companies to get some marketing experience, working at one telecommunications firm as a product manager specializing in long-distance calling plans.

"What I loved about product management is that you manage every aspect of your product," Young says. "You define the product and its benefits. You do analysis to see what the competition is offering, and you do market analysis to define what

customers are looking for." Young's involvement in market analysis led her, in turn, back to UT Austin to pursue a Ph.D. in marketing research.

Your road to a career in marketing can lead through stock car racing and unrelated majors or follow a straight line from your first year of high school. Either way, though, the education you pursue after high school graduation depends on what you decide you want to do and how long you want to study.

### Two-Year Options

Even a two-year associate's degree offers lots of variety for students interested in Marketing. Associate's degrees, for example, are offered at Texas community colleges in advertising, international business, apparel/accessories marketing, enterprise management and operations, marketing management research, quality control technologies, real estate, and general retail wholesaling.

"An associate's degree can prepare students for a multitude of opportunities in the marketing field," says Ray Attner, business management professor at Brookhaven College in Dallas. "It's broad-based enough for students to get a sampling of how marketing works in the real world. And rather than reading theory, in every class—be it Marketing, Advertising and Sales Promotion or Retailing and E-tailing—students deal with practical situations.

"For example, in our Personal Selling class, students do a minimum of two sales presentations to the class," he continues. "They come in with a PowerPoint presentation, a portfolio, and complete research on a real company. The presentations are videotaped and critiqued by the class and instructor."

### Four-Year Opportunities

If you pursue a four-year bachelor's degree, the options—including small business administration, sport and fitness management, sociology, mathematical economic analysis, international marketing, journalism, and business communications—offer more potential for professional growth and salary. What courses are most valuable to businesses hiring you right out of college?

According to Terence Goods, college relations director for JCPenney, "If a student is about to graduate and wants full-time work, he or she should have courses at senior or advanced level in all aspects of marketing, such as branding, brand essence, and marketing strategies."

Goods says job candidates at JCPenney should be able to demonstrate that they have mastered the basic principles of marketing and creative execution in print, radio, television, and the Internet.

"From a retail standpoint, we have an extremely robust online catalog," he says. "Our direct Internet purchasing site is one of the biggest of its kind, so that medium is huge for us."

THE CONSUMER SCIENCE  
MERCHANDISING PROGRAM AT THE  
UNIVERSITY OF HOUSTON  
IN THE COLLEGE OF TECHNOLOGY  
WAS THE FIRST ONLINE DEGREE  
PROGRAM IN RETAILING WITH AN  
EMPHASIS ON ENTREPRENEURSHIP.

## Get the CREDIT You Deserve

Dual credit in Texas is a great way to earn college credits toward a postsecondary degree while you're still in high school. Dual credit programs center on "articulation agreements," contracts between the student, his or her high school, and postsecondary institutions the student would like to attend. While most students take basic core courses such as English, history, math, science, and social science, coursework may include areas in Career and Technical Education.

Dual credit courses cover the same material as the equivalent college course, allowing the student to receive credit toward the college degree. It's like a bank account. The credit is banked for you at the college, and you withdraw it when you enroll.

Ask your counselor about advanced placement, dual credit, or articulated courses and other opportunities to earn college credit.



THE MARKETING PROGRAM AT UT AUSTIN'S MCCOMBS SCHOOL OF BUSINESS WAS RANKED TENTH IN THE NATION IN THE 2015 EDITION OF "THE BEST MBA PROGRAMS IN MARKETING" BY U.S. NEWS & WORLD REPORT.

### Post-Graduate Studies

Some students, like Jennifer Young, aim for advanced degrees in marketing. A master's degree or Ph.D. can give you expertise in fields such as marketing research or prepare you to teach marketing at the college level.

The University of North Texas and UT Austin both offer Ph.D. programs exclusively in marketing. UT Austin's program has been ranked among the top 10 in the nation by both U.S. News & World Report and Business Week magazines. In addition, Texas A&M, the University of Houston, and UT Arlington offer marketing Ph.Ds through their business administration programs.

As you prepare for a marketing career after high school, there are a lot of opportunities for on-the-job experience that can improve your skills and increase your chances of landing a good job. Many companies in Texas are on the lookout for young college students they can bring in as interns and then move into management training programs.

### New Talent

According to Joe Faust, regional director of public affairs for BNSF Railway Company of Fort Worth, "We estimate that close to 60 percent of our workforce will be eligible for retirement in five years, so we are working to develop the next generation of talent."

"Our summer internship program recruits college sophomores and juniors who work directly with the marketing team, taking on assignments such as customer research, and trending using historical data. Interns hear from speakers and interact directly with senior-level officers so they get an in-depth understanding of our industry."

BNSF then takes the best of those interns, as well as recent graduates, and moves them into management training for up to six months. They pursue field training and prepare for work in specific specialties before being assigned to permanent positions.

What qualities does Faust look for in a potential recruit?

"Those students who have taken coursework that emphasizes team-building and team-based projects have a distinct advantage," says Faust. "We're also always looking for good communication skills and technological awareness."

Jennifer Young says that if you go into marketing, it pays to have a broad grounding in all aspects of business. "As a product manager, for example, I worked with all the other departments," she says. "I didn't create the advertising, but I approved it. I didn't create the packaging or sales strategies, but I approved them. You are connected to a lot of other departments that are integral for business, which is exciting to experience and great for your own career because you gain so much knowledge about so many areas."



### Join the Professionals

The American Marketing Association (AMA), one of the largest professional associations of marketers with 38,000 members worldwide, helps would-be marketers launch their careers with collegiate memberships.

Collegiate members organize their own chapters and come together each spring for networking and educational opportunities at the AMA's International Collegiate Conference. Chapter teams compete in annual Case Competitions organized around particular marketing challenges; the 2007 challenge was to devise a marketing plan to restore tourism in New Orleans in the wake of Hurricane Katrina.

The AMA publishes a college newsletter eight times a year and offers marketing seminars online throughout the year. To learn more about AMA and its college programs, visit [www.ama.org](http://www.ama.org).

ACCEPTED!

## SIX THINGS Texas students should know about getting into college

Applying to college is a lot like looking for a job or trying out for a team. You choose something that interests you, and then try your best to convince whoever is in charge that you have what it takes to be part of their organization. But whereas there might be only a few spots open on your high school's varsity football squad, there are thousands of places available in hundreds of colleges each year. Whether you are the first in your family to apply to college or both of your parents have advanced degrees, going through the admissions process can be stressful. Fortunately, there are plenty of free resources available for Texas college-bound students. The best is College for All Texans ([www.collegeforalltexans.com](http://www.collegeforalltexans.com)), which features a list of all the state's colleges and universities, a checklist for selecting a school, and a link to the online Texas Common Application. To help you get started on your own college search process, here are six steps you should take.

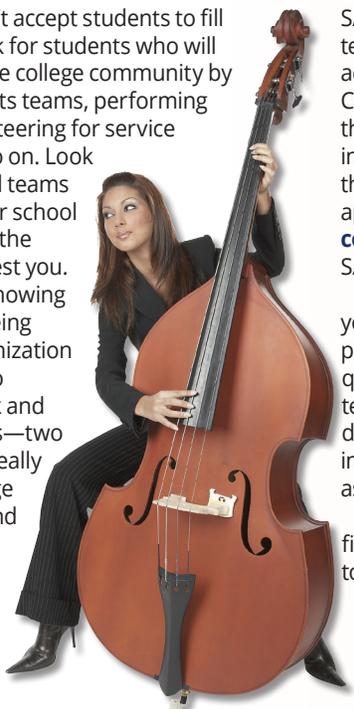
### 1. Make School Your Job

The first thing college admissions officers look for on your application is your grade point average. It's simple—you have to make the grades in high school to earn your spot in a college. The easiest way to do that is to think of school as your job, starting in your first year. If you show up late for work, slack off, and talk back to the manager, you'll get fired faster than you can say, "Do you want fries with that?" But if you always arrive on time, work really hard, and try to learn from management, then pretty soon you'll probably get a raise or a promotion.

What works on the job works in the classroom, too. Take challenging courses. Turn in all your work on time. Pay attention in class. Contribute to discussions. Ask for help when you don't understand something. By treating school as a career, you'll have a better shot at earning the grades and teacher recommendations that you need to move to the next level.

### 2. Get Involved in Activities

Colleges don't accept students to fill seats. They look for students who will add to the entire college community by playing on sports teams, performing on stage, volunteering for service projects, and so on. Look at the clubs and teams available at your school and sign up for the ones that interest you. In addition to showing school spirit, being part of an organization is a great way to build teamwork and leadership skills—two traits that can really help your college application stand out from the pack.



### 3. Build a Resume Portfolio

What if you had to take a final exam on the last three years of a subject and didn't have any notes to study? Well, that's exactly what it's like trying to complete a college application if you haven't kept an ongoing file of all your activities, honors, and employment.

Start your first year and build a career portfolio (see page 15). It's also smart to create a computer file called "college resume" and add to it each time you participate in a service project, win an award, get a new job, and so on. Use technology to create a resume format or ask your parents or guidance counselor for help. When you sit down to complete your college applications, review your career portfolio and call up the resume—all the information you need will be right at your fingertips.

### 4. Prep for Tests

Most colleges use scores from the SAT, SAT II, or ACT tests in making their admissions decisions. Check which tests the schools you're interested in require and sign up to take them in time to include the scores in your application. College for All Texans ([www.collegeforalltexans.com](http://www.collegeforalltexans.com)) also has a free ACT, SAT, and GRE prep course.

Spend time preparing for the tests before you walk into the room with your No. 2 pencils and calculator. Go through sample SAT questions at [www.collegeboard.org](http://www.collegeboard.org) or ACT tests at [www.actstudent.org](http://www.actstudent.org). There are also dozens of test-prep books you can buy, some including software that tracks your progress as you go through sample exams.

Remember: If you don't do well on a test the first time, you usually can take it again and try to improve your score.



# Inside College Admissions

### 5. Make a List of Colleges

Do you want to stay in Texas for college or see another part of the country? Would you be more comfortable at a big university or a small college?

Think about what you would like to study and what matters most to you (like location, size, or religious affiliation), and then start developing a list of colleges that fit your criteria.

Use online tools like [www.collegeforalltexans.com](http://www.collegeforalltexans.com) or [www.collegeboard.org](http://www.collegeboard.org) to learn more about each school and take online campus tours. Buy or borrow from the library some of the many college guides available. If possible, schedule visits to the schools you are interested in, or, through the school's admissions office, arrange an interview with a recent grad who lives in your area so you can ask questions about courses, faculty, or anything else.

By the fall of your senior year, narrow the list down to the top five or six choices. While some online applications are free, it can cost up to \$70 per school to apply, so be realistic about how much you can spend on applications.

### 6. Submit Polished Applications

Once you send in an application to a college there's no taking it back, so make sure you get it right the first time. Double-check your spelling. If you use the same essay for multiple schools, remember to change the name of the school to fit each application. Make sure you have any required standardized test results (ACT, SAT, SAT II) sent to each school.

Be neat and complete, and meet every deadline. Make copies of each application before you hit the send button or pop it in the mail. If you don't receive an email or postcard confirming that your application was received, contact the college to make sure it arrived. Items can get lost or misdirected, especially when thousands of students are sending in applications at the same time. By having copies, you can easily submit again.

**EVEN IF** you get accepted to college, you'll never be able to pay the bill, right? Wrong! There's financial aid available if you know where to look.

**C**ollege isn't cheap. With tuition and room and board at private schools often topping \$40,000, and even in-state, public schools costing several thousand dollars a year, you may wonder why you should even apply.

Well, don't worry. Every Texas student can afford to go to college.

"Access and affordability of higher education can be intimidating to students and parents; however, there are numerous resources available to walk you through the process and into an exciting future," says Heather V. Crowson, vice president for enrollment management at Sam Houston State University.

The secret to getting the aid you need to go to school is in filling out the necessary forms, getting good grades, and applying to schools that offer generous financial aid packages. (A financial aid package consists of need- or merit-based scholarships and grants plus work-study jobs and low-interest student loans.)

Here's a quick overview of steps you can take to get the financial aid you need to continue your studies after high school. For more information about the aid available at a specific college or university, go to the school's website and click on the "Admissions and Financial Aid" link. Many schools provide an online form you and your parents can fill out that will give you the estimated financial aid package you might receive if accepted to that school.

**Apply:** You definitely won't get any financial aid if you don't apply. To figure out how much grant money (which you don't pay back) and loans (which you do pay back) you'll need to afford school, colleges use a formula that factors in your parents' income and investments, your income, the number of kids in the family who will be in college at the same time, and other financial information. Families of all income levels may receive aid, so fill out the forms.



# Financial Aid

## BASICS



All schools require the Free Application for Federal Student Aid (FAFSA), which determines eligibility for federal aid, such as work-study, Pell grants, and the Stafford loan program; and for college grants and, sometimes, merit scholarships. Complete the application as soon as possible at the beginning of October your junior year. FAFSA forms and instruction booklets are available in your guidance counselor's office, or you can complete the form online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov).

Most private schools also require applicants to complete a school financial aid application and, in some cases, the CSS/Financial Aid Profile form (<https://student.collegeboard.org/css-financial-aid-profile>) which is used to award nonfederal student aid funds. Carefully read each college's application to determine financial aid deadlines and what forms you will need to submit.

**Study In-state:** Whether you choose a public or a private school, staying in-state for college will cut your costs considerably. Plus, since Texas covers 267,339 square miles, you can "go away" to college without ever leaving the state.

To help ensure that qualified Texas high school graduates with financial need can go to college, the State Legislature established the TEXAS (Towards Excellence, Access, and Success) Grant Program. Grants can be used to study at any public college or university in the state and are equal to the student's tuition and required fees. In 2012-2013, approximately 33,100 students received TEXAS Grants. To apply, fill out the FAFSA.

Another way to score some serious state aid is to get good grades in high school. Texas students who are in the top 10 percent of their graduating class are eligible for automatic admission to any public university in the state. With that automatic admission comes the opportunity to apply for merit scholarships and special programs available at each school.

**Take Two at a Community College:** The first two years of many college programs are filled with core courses that could easily be taken at a local community college for a lot less money. If you fill out all the forms, do the math, and still can't afford a four-year school, enroll in a community college for the first two years, then transfer to a four-year school.

By living at home, working part-time, and getting required courses out of the way, you could save tens of thousands of dollars in tuition and room and board, and be able to afford to attend the college of your choice for junior and senior years. For a complete list of the state's community colleges, go to the Texas Association of Community Colleges website at [www.tacc.org](http://www.tacc.org).

**Target Your Search:** Applying to a couple of colleges where your grades and talents put you near the top of the typical talent pool makes it more likely you'll qualify for merit aid and other special school scholarships and grants. Do a little research on college websites to find schools where your standardized test scores and grade point average rank you in the top 25 percent or so of the most recently accepted first-year class. Colleges want to attract the best and brightest students available, and often will offer attractive scholarship/grant/loan packages to convince those students to come to their school.

There are also more than 1 million local, national, and college-specific scholarships available each year. The trick is to find and apply for scholarships that best fit your strengths and talents. FastWeb ([www.fastweb.com](http://www.fastweb.com)) is a free college scholarship search source. Register online and you will start receiving email notices about scholarships, internships, and other opportunities that fit the profile information you submit.



LOOK IT UP! Here are key words and phrases used in this guide that you may not already know.



# What does that mean?

**Articulation agreements:** formal agreements between or among educational organizations (high schools, community colleges, and universities) that align courses and majors in a way that allows students to transition from one institution to another without loss of course credit or time.

**Associate's degree:** a two-year degree awarded by a community or technical college.

**Bachelor's degree:** a four-year degree awarded by a university.

**Career and technical student organizations (CTSOs):** curricular organizations for students that offer activities and competitions related to particular careers.

**Career cluster:** a way of organizing curricula, instruction, and assessment around specific occupational groups (for example, Information Technology or Health Science) that offers students core academics, coursework related to specific occupations, and extended learning experiences.

**Master's degree:** a degree awarded by universities for study beyond a bachelor's degree.

**Career guidance:** structured developmental experiences presented systematically from kindergarten through 12th grade that help students analyze and evaluate abilities, skills, and interests.

**Career portfolio:** a collection of student work indicating progress made in subjects, activities, or programs. In career cluster systems, portfolios are often used to assess student performance in extended learning experiences.

**Doctoral degree:** a degree awarded by universities for study beyond a master's degree. Also referred to as a Ph.D. or professional degree.

**Dual credit:** credit given in both high school and college for college-level courses taken while in high school.

**Extended learning experiences:** participation in career and technical student organizations, extracurricular activities, job shadowing, internships, or service learning.

**Financial aid:** scholarships, grants, loans, and work-study funds awarded to students to pay for college expenses.

**Internship:** an extended learning experience in which students work temporarily at entry-level jobs in careers that interest them.

**Job shadowing:** an extended learning experience in which students observe professionals in particular careers as they go through a day on the job.

**Postsecondary education:** education beyond high school. Middle school and high school are referred to as secondary education, so postsecondary means after high school.

**Program of study:** a way of organizing the curricula and educational activities within a career cluster related to a student's specific academic and career goal.

**Service learning:** an extended learning experience in which students do volunteer work related to their career goals.

**Targeted industry clusters:** six industry clusters that have been identified by Texas as high-demand, high-growth sectors paying high wages. As they are developed by the State, these may be hot areas in which to build a rewarding career.

**Program of Study:** an education plan suggesting the high school courses a student should take to prepare successfully for graduation and transition into postsecondary education. The vision for Texas CTE is that eighth graders, in consultation with their parents/guardians, counselors, and teachers, will select a program of study and create a plan. Plans are to be reviewed and revised at least once each school year.





# Online Info

Explore these Internet resources for more about your education and career options.

## America's Career InfoNet [www.acinet.org/acinet](http://www.acinet.org/acinet)

This is the place to search for occupational information, industry information, and state-specific labor market information.

## College for All Texans [www.collegeforalltexans.com](http://www.collegeforalltexans.com)

Here is everything a Texan needs to know about preparing for, applying for, and paying for college or technical school. And it's all in one up-to-date, easy-to-navigate mega-site almost as big as the state itself. Remember: \$4 billion is available every year to help Texans attend college.

## Employability Skills Framework <http://cte.ed.gov/employabilityskills/>

Employability skills are general skills that are necessary for success in the labor market at all employment levels in all sectors. The Employability Skills Framework is a one-stop resource for information and tools to inform the instruction and assessment of employability skills.

## My Next Move [www.mynextmove.org/](http://www.mynextmove.org/)

This is a career planning resource for students, parents, career changers, and career advisors.

## TEXAS CAREER CHECK

The State of Texas has created a special website for students and others researching careers. It's called Texas Career Check. Texas Career Check lets you explore higher education options by looking at detailed information by school and program of study, AND you can explore careers, occupational information, and postsecondary education options. You'll find a wealth of information about hundreds of career choices. To explore Texas Career Check, go to [www.texascareercheck.com](http://www.texascareercheck.com).

## O\*NET (Occupational Information Network) [online.onetcenter.org](http://online.onetcenter.org)

Also available in schools and libraries, O\*NET provides full information on occupations, including compensation, employment prospects, and skill matching for students. Information on compensation is available on a state-by-state basis.

## U.S. Department of Labor Occupational Outlook Handbook [www.bls.gov/home.htm](http://www.bls.gov/home.htm)

This nationally recognized resource offers information on job responsibilities, earnings, working conditions, and job prospects for the future.

# Take a Reality Check

The Texas Workforce Commission has created an online resource called Reality Check to help you understand how much money you'll need to live on your own after high school or college and how you can earn it. There are three ways to explore careers, expenses, and earnings. For the first option, which is called "Get a Reality Check," you choose an area you'd like to live in, such as Austin. You then go through a series of screens with real-world costs for items such as housing, clothing, transportation, health care, and personal expenses. The site automatically adds up your estimated monthly expenses, then uses salary information for Texas to show you careers that will make you that much money. The second option, called "Future Salary," starts with the wages you expect to earn, what education you plan to pursue, and the career cluster that interests you. Then it generates a list of careers in which you can make that amount of money. The third option, "Occupation Direct," begins with your occupational choice and the area where you want to live, then shows how your estimated expenses subtract from the salary for your chosen job. The site, which is at [www.careerwise.mnscu.edu/careers/realitycheck.html](http://www.careerwise.mnscu.edu/careers/realitycheck.html), is a great way to play "what if" when it comes to mixing your job, earnings, and expense options.



The results of Reality Check show you how expenses add up quickly when you are living on your own.

# Texas CTE Career Clusters



**Agriculture,  
Food &  
Natural  
Resources**

Processing, production, distribution, and development of agricultural commodities and natural resources



**Architecture &  
Construction**

Designing, managing, building, and maintaining the built environment



**Arts, A/V  
Technology &  
Communications**

Creating, exhibiting, performing, and publishing multimedia content



**Business  
Management &  
Administration**

Organizing, directing, and evaluating functions essential to productive business operations



**Education &  
Training**

Providing education and training services, and related learning support services



**Finance**

Financial and investment planning, banking, insurance, and business financial management



**Government  
& Public  
Administration**

Executing governmental functions at the local, state, and federal levels



**Health Science**

Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research



**Hospitality  
& Tourism**

Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services



**Human  
Services**

Providing for families and serving human needs



**Information  
Technology**

Designing, supporting, and managing hardware, software, multimedia, and systems integration



**Law,  
Public Safety,  
Corrections  
& Security**

Providing legal, public safety, protective, and homeland security services



**Manufacturing**

Processing materials into intermediate or final products



**Marketing**

Performing marketing activities to reach organizational objectives



**Science,  
Technology,  
Engineering &  
Mathematics**

Performing scientific research and professional and technical services



**Transportation,  
Distribution  
& Logistics**

Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

## About Texas CTE

You may have seen the name Texas CTE on the cover of this magazine. What exactly is that?

Texas CTE is the name of Texas' college and career education initiative. The idea behind it is simple: Planning for the future so that students achieve lifelong success. As Texas CTE grows, you'll see how subjects such as English, math, science, and social studies are relevant to your personal goals and ambitions. You'll get the chance to begin a plan that gets you where you want to go in life. You'll have the opportunity to take courses and engage in extended learning experiences that give you marketable skills. Best of all, you'll be in control of your future. Read all 16 editions of Texas CTE in Action (available through your counselor) to explore Texas' career clusters and start on the road to success.