



# Winneconne High School MARKETING, SALES & SERVICE CAREER CLUSTER



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

PATH WAYS	Marketing Communications	Marketing Management	Marketing Research	Merchandising	Professional Sale
SAMPLE CAREER SPECIALTIES / OCCUPATIONS	<ul style="list-style-type: none"> <li><input type="checkbox"/> Advertising Managers</li> <li><input type="checkbox"/> Public Relations Managers</li> <li><input type="checkbox"/> Public Information Directors</li> <li><input type="checkbox"/> Sales Promotion Managers</li> <li><input type="checkbox"/> Co-op Managers</li> <li><input type="checkbox"/> Trade Show Managers</li> <li><input type="checkbox"/> Promotions Managers</li> <li><input type="checkbox"/> Art/Graphics Directors</li> <li><input type="checkbox"/> Account Executives</li> <li><input type="checkbox"/> Sales Representatives</li> <li><input type="checkbox"/> Marketing Associates</li> <li><input type="checkbox"/> Media Buyers/Planners</li> <li><input type="checkbox"/> Interactive Media Specialists</li> <li><input type="checkbox"/> Copywriters</li> <li><input type="checkbox"/> Research Specialists</li> <li><input type="checkbox"/> Web Site Project Managers</li> <li><input type="checkbox"/> Internet Project Directors</li> <li><input type="checkbox"/> Brand Managers</li> <li><input type="checkbox"/> Web Masters</li> <li><input type="checkbox"/> Web Designers</li> <li><input type="checkbox"/> Interactive Media Spec.</li> <li><input type="checkbox"/> Internet Sales Engineers</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Entrepreneurs</li> <li><input type="checkbox"/> Owners</li> <li><input type="checkbox"/> Small Business Owners</li> <li><input type="checkbox"/> Presidents</li> <li><input type="checkbox"/> Chief Executive Officers</li> <li><input type="checkbox"/> Principals</li> <li><input type="checkbox"/> Partners</li> <li><input type="checkbox"/> Proprietors</li> <li><input type="checkbox"/> Franchisees</li> <li><input type="checkbox"/> Independent X's (e.g., distributor)</li> <li><input type="checkbox"/> Customer Service Representative</li> <li><input type="checkbox"/> Administrative Support Reps.</li> <li><input type="checkbox"/> Marketing Manager</li> <li><input type="checkbox"/> Assistant Marketing Mngr.</li> <li><input type="checkbox"/> Assistant Store Manager</li> <li><input type="checkbox"/> Department Manager</li> <li><input type="checkbox"/> Assistant Department Mgr.</li> <li><input type="checkbox"/> Product Manager</li> <li><input type="checkbox"/> Project Manager</li> <li><input type="checkbox"/> Research &amp; Development Mngr.</li> <li><input type="checkbox"/> International Marketing Manager &amp; Supervisor</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Database Managers</li> <li><input type="checkbox"/> Research Spec. /Managers</li> <li><input type="checkbox"/> Brand Managers</li> <li><input type="checkbox"/> Marketing Services Managers</li> <li><input type="checkbox"/> Customer Satisfaction Managers</li> <li><input type="checkbox"/> (Research) Project Managers</li> <li><input type="checkbox"/> Forecasting Managers</li> <li><input type="checkbox"/> Strategic Planners, Marketing</li> <li><input type="checkbox"/> Product Planners</li> <li><input type="checkbox"/> Planning Analysts</li> <li><input type="checkbox"/> Directors of Market Development</li> <li><input type="checkbox"/> Database Analysts</li> <li><input type="checkbox"/> Analysts</li> <li><input type="checkbox"/> Research Associates</li> <li><input type="checkbox"/> Frequency Marketing Specialists</li> <li><input type="checkbox"/> Knowledge Management Spec.</li> <li><input type="checkbox"/> Interviewers</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Store Managers</li> <li><input type="checkbox"/> Retail Marketing Coordinators</li> <li><input type="checkbox"/> Merchandising Managers</li> <li><input type="checkbox"/> Merchandise Buyers</li> <li><input type="checkbox"/> Operations Managers</li> <li><input type="checkbox"/> Visual Merchandise Managers</li> <li><input type="checkbox"/> Sales Managers</li> <li><input type="checkbox"/> Department Managers</li> <li><input type="checkbox"/> Sales Associates</li> <li><input type="checkbox"/> Customer Service Representative</li> <li><input type="checkbox"/> Clerks (e.g., Stock, Receiving, etc.)</li> <li><input type="checkbox"/> Warehouse Managers</li> <li><input type="checkbox"/> Materials Managers</li> <li><input type="checkbox"/> Logistics Managers</li> <li><input type="checkbox"/> Distribution Coordinators</li> <li><input type="checkbox"/> Shipping and Receiving</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Inbound Call Managers</li> <li><input type="checkbox"/> Regional Sales Managers</li> <li><input type="checkbox"/> Client Relationship Managers</li> <li><input type="checkbox"/> Territory Reps /Managers</li> <li><input type="checkbox"/> Key Account Managers</li> <li><input type="checkbox"/> National Account Manager</li> <li><input type="checkbox"/> Account Executives</li> <li><input type="checkbox"/> Sales Engineers</li> <li><input type="checkbox"/> Sales Executives</li> <li><input type="checkbox"/> Technical Sales Spec.</li> <li><input type="checkbox"/> Retail Sales Specialists</li> <li><input type="checkbox"/> Manufacturer's Representative</li> <li><input type="checkbox"/> Salespersons</li> <li><input type="checkbox"/> Field Marketing Rep.</li> <li><input type="checkbox"/> Brokers</li> <li><input type="checkbox"/> Agents</li> <li><input type="checkbox"/> Sales/Marketing Assoc.</li> <li><input type="checkbox"/> Telemarketers</li> <li><input type="checkbox"/> Customer Service Reps.</li> </ul>

**Is this career path for you?**

- Do you enjoy being a leader, organizing people, planning activities, and talking?
- Do you like to work with numbers or ideas?
- Do you enjoy carrying through with an idea and seeing the end product?
- Do you like things neat and orderly?
- Would you enjoy balancing a checkbook, following the stock market, holding an office in a club, or surfing the Internet?

Passions – organizing projects, seeing the big picture, working with details  
 Attitude – outgoing, organized  
 Talents – communication skills, sociable, leadership abilities  
 Heart – likes to interact with people, likes to study people and trends

Are you?

- Enterprising**
- Conventional**
- Social**
- Investigative
- Artistic
- Realistic

If you are not sure what your Holland Code score is, complete an assessment at [www.WisCareers.wisc.edu](http://www.WisCareers.wisc.edu)

**Important Web Page Links**

- [www.winneconne.k12.wi.us](http://www.winneconne.k12.wi.us)
- [www.wiscareers.wisc.edu](http://www.wiscareers.wisc.edu)
- [www.uwhelp.wisconsin.edu](http://www.uwhelp.wisconsin.edu)
- [www.dwd.state.wi.us](http://www.dwd.state.wi.us)
- [www.bls.gov](http://www.bls.gov)
- [www.careerclusters.org](http://www.careerclusters.org)
- [www.worknet.wisconsin.gov](http://www.worknet.wisconsin.gov)
- [www.salary.com](http://www.salary.com)
- [www.online.onetcenter.org](http://www.online.onetcenter.org)
- [www.smps.org](http://www.smps.org)
- [www.nasp.com](http://www.nasp.com)