







LEVELS OF MARKETING EMPLOYMENT

- **Entry level**
 - No prior experience required.
- **Career sustaining jobs**
 - Require a higher level of skill development.
- **Marketing specialist**
 - Demonstrate leadership and effective decision making.
 - Usually long term career.

- **Marketing supervisor**
 - Developed decision making skills.
 - Previous experience and demonstration of skills required.
 - Promotional position.
 - Highest career level of Marketing.
- **Managers and CEO's**
 - Movement within company.
 - Previous experience required.
 - Capable of running entire company.

OCCUPATIONAL AREAS IN MARKETING

- Categories of jobs that involve similar interests and skills.
- Advertising
- Customer service
- E-commerce
- Entrepreneurship
- Fashion
- Food marketing
- Sport marketing
- International marketing
- Research
- Pharmaceuticals/Medical
- Sales/Retail
- Service marketing
- Travel and tourism

HOMEWORK QUESTIONS

1. Identify 10 companies that would great to work for, specifically related to Marketing.
2. What values, lifestyle and skills would be ideal for being successful in a Marketing related position?
3. Identify 3 disadvantages to working in a Marketing related career.
4. What are the most obvious benefits of a career in Marketing?

Begin preparing for your Unit 4 Test on Tuesday January 19, 2016
