

HEAR FROM PROFESSIONALS. LEARN FROM EXPERIENCE.

MARKETING CAREER CLUSTER



NEBRASKA CAREER TOURS

WHAT TO EXPECT...



INTERVIEWS

Each video contains interviews with employees and business representatives discussing work requirements, education levels, salary and job prospects.



TOURS

Experience virtual industry tours that provide a unique opportunity to get a glimpse inside Nebraska-based companies without leaving your home or classroom.



INFORMATION

Throughout the videos you will find valuable information regarding job markets, salaries, and educational requirements to help you identify a possible career path.



TEACHER DISCUSSION GUIDE
www.necareertours.com

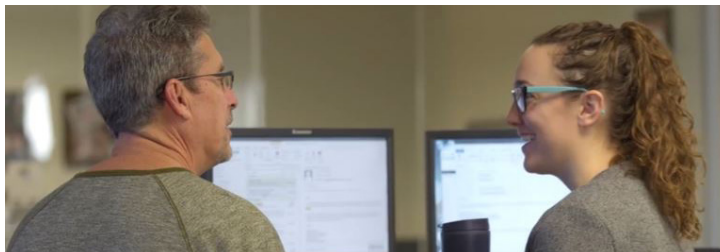




NEBRASKA CAREER TOURS

MARKETING

The Marketing Cluster includes career opportunities whose processes create, communicate, and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.





NOTE TO INSTRUCTOR:

Below are suggested activities and questions to accompany the virtual industry tour. Each component may be used individually or modified to fit the needs of your classroom. For more information on this career cluster, visit these websites:

- www.education.ne.gov/nce/CareerClustersResources.html
- h3.ne.gov/H3/
- www.nebraskacareerconnections.org

In addition, NEworks has an array of resources, including Nebraska Workforce Trends magazine, Labor Market Regional Reviews, Occupational Profiles and Career Ladder Posters, available at <https://www.networks.nebraska.gov> under Labor Market Information, Publications

BELL RINGER:



Post the following prompt on a writing surface for students to answer as they enter the room. They will respond individually in their notes.

o List the business associated with each slogan.

1. "Save money. Live better."
2. "The happiest place on earth."
3. "I'm lovin it."
4. "When you care enough to send the very best."
5. "It's everywhere you want to be."

o Reveal the answers:

1. Wal-Mart
2. Disneyland
3. McDonalds
4. Hallmark
5. Visa

o Point out the impact of marketing and its ability to attract customers of all ages

ANTICIPATORY SET:



Guide students to think about the importance of the Marketing Career Cluster by having them analyze a personal experience. Give these instructions:

o Think about the last item you purchased. Maybe it was food, shoes, clothes, or a movie ticket (allow five seconds). Whatever it was, now silently consider what influenced you to make that specific purchase. Why that restaurant? Why that store? Why that brand of shoe? Why that movie?

After 20 seconds, divide students into small groups of three. Give these instructions:

- o With your group, discuss each of your purchases and the factors that influenced your choice.
- o Then, create a list of all marketing techniques used by businesses and companies to influence the buying choices of consumers.
- o You have four minutes to discuss and create a list.



After four minutes, ask students to share marketing techniques and factors that influenced their buying decisions. Create a list on a writing surface. Then, facilitate a discussion by asking these questions:

- o **Which marketing techniques and campaigns are most likely to influence your buying decisions?**
- o **Besides influencing the purchase of goods and services, how else is marketing used?**

Point out that everywhere we look, we are being sold a product or service. The Marketing Career Cluster includes all careers involved in this process.

INTRODUCTORY QUESTIONS:



Ask the following questions to students in journal form or aloud. If asking aloud, have students share with a partner first, then ask two or three students to share. Responses will vary. Remember these responses are based on the students' knowledge prior to watching the virtual tour.

- o **When you think of Marketing, what types of jobs come to mind?**
- o **Are these careers YOU might be interested in? Why or why not?**

CONTENT:



Show the 16-minute virtual industry tour, which features three businesses to the class: www.necareertours.com. Students may individually view the video online as well. Have students complete the Student Viewing Guide as they learn about the Career Cluster. Introduce the virtual tour by saying:

“Today we will watch a video highlighting three different businesses in the Marketing Career Cluster. Representatives of each business will describe their involvement in the industry, as well as the different careers associated with this area.”

FOLLOW-UP QUESTIONS:



Ask the following questions to students after they view the virtual industry tour. Questions can be given as journal questions or asked aloud. Questions can also be assigned individually or in groups.

1. How would you define this Career Cluster?

- o The Marketing Cluster involves careers whose processes create, communicate, and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

2. What surprised you about this Career Cluster?

- o Answers will vary.



3. What types of careers are included in this Career Cluster?

- o Marketing manager, marketing specialist, buyer, sales representative, art director, graphic designer, junior graphic designer, U-Ex (user experience) design lead, web developer or designer, account manager, wholesale or retail buyer, retail sales associate, assistant retail sales manager, statistician, and copy writer
- o Other careers not mentioned in the video: Account executive, assistant account executive, assistant media buyer, media buyer or planner, public relations specialist or manager, product or brand manager, assistant market analyst, assistant product analyst, market research interviewers, market research analyst, market research supervisor, market research manager, assistant buyer, buyer trainee, merchandiser, merchandising assistant, merchandising coordinator, district sales manager, manufacturer's representative, regional sales manager, sales agent, and marketing manager
- o A few careers mentioned in the virtual tour are not technically part of the Marketing Career Cluster. However, these jobs are an essential part of the industry. They include: Software designer or developer, fit model and fashion designer

Note to instructor: Explain to students that this Career Cluster can be divided into five Career Pathways including:

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Selling

Each Career Pathway has a set of specific skills for the occupations within this Career Cluster

- o For more information about these careers, have students visit: <https://www.education.ne.gov/nce/careerclusters/2013/MARKET.pdf> or <http://h3.ne.gov/H3/h3ByCluster.xhtml?param=14.0000>

4. What careers and jobs in this Career Cluster could be obtained immediately after high school graduation?

- o Retail sales associate. Most jobs in the virtual tour required some type of degree or certificate.
- o Other examples: Sales agent, entrepreneur, direct marketing, telemarketer, and small business owner
- o For more information about these careers, have students visit: <https://www.education.ne.gov/nce/careerclusters/2013/MARKET.pdf>

5. Which pathways were represented in the virtual industry tour?

- o Marketing communications: Cabela's
- o Marketing research: Nelnet
- o Merchandising: Buckle



6. List and describe the pathways of this Career Cluster?

- o Marketing Communications: requires in-depth knowledge and skills of marketing activities that inform, remind, and/or persuade the targeted audience. Techniques include advertising, direct marketing, digital marketing, publicity/public relations, and sales promotion.
- o Marketing Management: requires broad knowledge of all marketing functions. These functions are channel management, marketing-information management, pricing, product/service management, promotion, and selling.
- o Marketing Research: Requires in-depth knowledge of marketing activities that involve determining information needs; designing data-collection processes, collecting data, analyzing data, presenting data, and using data for marketing planning.
- o Merchandising: Requires in-depth knowledge of marketing activities focused on efficient and effective product planning, selection, and buying for re-sale.
- o Professional Selling: Requires in-depth knowledge of marketing and management activities performed to determine customer needs/wants and respond through planned, personalized communication to influence purchase decisions and enhance future business operations.

7. Buckle offers management internships. What is an internship? Why is it valuable for someone to have an internship?

- o An internship is time spent learning about a business through work experience. Some internships are paid, while others are unpaid experiences but the benefit is gaining vital skills and knowledge about that career area. Either way, internships allow a person to learn about the industry and discover if it is a career path that they are truly interested in. Internships also provide real work experience, which is a great asset to list on a resume and can lead to a full-time job in the future.

8. During the Cabela's tour, Jennifer pointed out the importance of using a period rather than an exclamation mark when making the print ad. Why does a small detail such as this matter?

- o Brand consistency is important to businesses because the brand is what sets a business apart from competitors. Inconsistent branding makes it hard for consumers to differentiate between businesses. Brand consistency reinforces a business' identity. The audience knows what to expect and trusts the company



9. Core academic skills include reading, written communication, listening, speaking, and mathematical reasoning with problem solving. How might these core academic skills be used in this Career Cluster?

- o Answers will vary.
- o Here are a few examples: Buyers, district sales managers, and sales representatives must be able to read instructions and tutorials about products to gain information. Individuals involved in marketing research first conduct research through surveys and interviews. Then, he or she puts the findings together in a presentation. The information must be written accurately and easily interpreted by others. Sales agents and representatives require listening and speaking skills so good communication with the customer can take place. Knowing and understanding what the customer wants is key to finding the right product for them and making a successful sale. A media buyer uses both math and problem solving to evaluate the best media outlets to use for market communications. He or she analyzes price proposals, financial reports, and other information to determine reasonable prices and negotiate contracts.

10. The virtual industry tour mentioned traits employers seek when hiring in the Marketing Cluster. What Career Readiness Skills should a desirable applicant possess?

- o Answers will vary.
- o For more information, have students visit:
<http://www.education.ne.gov/nce/Standards.html>

11. More than one of the careers in the virtual industry tour mentioned problem solving as an important skill to have. When have you demonstrated this Career Readiness skill?

- o Answers will vary.
- o Explain to students that this is a sample behavioral interview question that they may be asked. Employers use past experiences as a way to predict future performance. One technique used to respond to behavioral questions is the STAR response: **S**ituation, **T**ask, **A**ction and **R**esult. Example sources for more information include: <http://tinyurl.com/STARresponse> and <http://tinyurl.com/STARresponse2>.

12. Some companies, like Google, gather information about your browsing patterns. What advantages and drawbacks does this pose for consumers? If you were a business owner, what kinds of information would you want to gather about your customers and how would you use it?

- o Answers will vary.



EXTENDED LEARNING ACTIVITIES:



The following are suggested activities to increase student learning and exposure to this Career Cluster.

- o Businesses use surveys to collect information about customers and their preferences. Divide students into pairs and assign each a business or organization. Students will work with the business to develop a useful survey. Students must communicate with the business or group to find out what information should be collected prior to creating the survey. Use a free web-based survey system such as www.surveymonkey.com. Students will help administer the survey and share results with the business or organization, as well as the entire class.
- o As a large group or in smaller groups, select a charity and organize a fundraiser. Students will advertise the event or campaign, collect money through sales, or solicit donations. Throughout the process, discuss marketing concepts.
- o Host a small business owner luncheon. Invite local small business owners to attend. Divide students among the owners for lunch. Then have a panel discussion for each owner to share information about his or her business, products, and skills needed to be a successful business owner.
- o Divide students into pairs. Provide each an everyday item such as a wooden spoon, box of cereal or crayon. Have each pair draw for a target audience. Examples may include: elementary students, teenagers, college students, parents, grandparents, teachers, etc. Students will create a 30-second commercial for the item. Have students perform the commercial for the entire group.
- o Social media has become a marketing outlet for many businesses. As a class, develop a rubric to use to evaluate the effectiveness of a social media campaign. Then, assign each student a business, which he/she will explore and evaluate using the rubric. Have students share their findings with within small groups. As a class, look at a few of the best social media marketing campaigns.
- o Select a career from this Career Cluster. Research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, video or Prezi presentation. Information to find includes: Salary, education required, roles and responsibilities, typical day schedule, positive aspects of the job and negative aspects of the job.
- o Have the student make a list of the Career Readiness Skills that are his/her personal strengths. Then make a list of the skills and behaviors required for a career in marketing. Compare the lists to determine what Career Readiness Skills need to be strengthened.
- o Complete a job application and participate in a mock job interview with a local marketing employer.
- o Meet with the school counselor to discuss classes that would help prepare a student for careers in this Career Cluster.
- o Identify a postsecondary institution that is offering certifications or degrees that are required in this Career Cluster. Obtain and complete admissions and scholarship applications for the school or program.



MARKETING

Name: _____

*Instructions: Question 1 and 2 should be answered by watching **all** five sections of the virtual industry tour.*

1. List eight careers mentioned during the virtual industry tour:

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

2. Where is each business located?

Business	Location

Instructions: The following questions are specific to the Cabela's section of the virtual industry tour.

3. Describe the job responsibilities of an art director?

4. On average, how much does a graphic designer earn per hour in Nebraska (2015)?



MARKETING

5. What skills should a graphic designer have? List at least three.

6. In your own words, describe how a passion and talent for art may be used in the Marketing Cluster?

Instructions: The following questions are specific to the Nelnet section of the virtual industry tour.

7. Describe the U-Ex design lead position?

8. On average, how much does a web developer earn per hour in Nebraska (2015)?

9. What skills should a software developer have? List at least three.

10. Describe Emir's experiences and skills that make him a successful u-ex design lead?



MARKETING

Instructions: The following questions are specific to the Buckle section of the virtual industry tour.

11. Describe the job responsibilities of a buyer:

12. On average, how much does a wholesale and retail buyer earn per hour in Nebraska (2015)?

13. Describe Drew's education and training that allowed her to be a successful buyer:

14. What skills should a wholesale or retail buyer have? List at least three.

15. What kind of opportunities does Buckle offer to allow students to determine a job in the retail/fashion industry is a good fit for them?



MARKETING

*Instructions: Respond to Question 16 after watching **all** three sections of the virtual industry tour.*

16. Which of the careers introduced in the virtual industry tour best fit your skill set and interests? Explain?

- o **Answers will vary.**

**MARKETING**

Name: _____

*Instructions: Question 1 and 2 should be answered by watching **all** five sections of the virtual industry tour.*

1. List eight careers mentioned during the virtual industry tour:

- | | |
|--------------------------------|-----------------------------|
| 1. Art director | 5. Marketing manager |
| 2. Graphic designer | 6. U-ex design lead |
| 3. Marketing specialist | 7. Software designer |
| 4. Jr. graphic designer | 8. Web developer |
- **Web designer, Software developer, Copyrighter, Account manager, Wholesale or retail buyer, Fashion designer, Retail sales associate, Assistant retail sales manager, Statistician, Fit model**

2. Where is each business located?

Business	Location
Cabela's	Sidney, NE
Nelnet	Lincoln, NE
The Buckle	Kearney, NE

Instructions: The following questions are specific to the Cabela's section of the virtual industry tour.

3. Describe the job responsibilities of an art director?

- | |
|--|
| <ul style="list-style-type: none"> o Create web design o Create catalog design o Oversee brand campaign o Create print design including: <ul style="list-style-type: none"> • Retail flyers • Big event signage and creative pieces at the store • Store signage o Use software including: Adobe InDesign, Adobe Illustrator, Adobe Photoshop |
|--|

4. On average, how much does a graphic designer earn per hour in Nebraska (2015)?

\$21.26*Source Note: ONET Q4 2015*



MARKETING

5. What skills should a graphic designer have? List at least three.

- o Attention to detail
- o Creativity
- o Dependability
- o Adaptability
- o Stress tolerance

6. In your own words, describe how a passion and talent for art may be used in the Marketing Cluster?

Answers will vary, but may include: A majority of marketing campaigns and products are visual: print, web, or television. Audio and printed words are written by copyrighters, but an art director, for example, will create the images to compliment the words. Products and services must be represented visually and in a positive way to the consumer.

Instructions: The following questions are specific to the Nelnet section of the virtual industry tour.

7. Describe the U-Ex design lead position?

- o U-Ex stands for user experience
- o Works with designers, developers, stakeholders and business owners to create products people love to use and are easy to use

8. On average, how much does a web developer earn per hour in Nebraska (2015)?

\$28.41

Source Note: Nebraska Department of Labor-Occupational Employment Statistics 2015 Q4

9. What skills should a software developer have? List at least three.

- o Complex problem solving
- o Programming
- o Systems analysis
- o Judgment
- o Decision making
- o Systems evaluation

10. Describe Emir's experiences and skills that make him a successful u-ex design lead?

- o Background in design
- o Experience in web development
- o Problem solving skills
- o Enjoys working with people



MARKETING

Instructions: The following questions are specific to the Buckle section of the virtual industry tour.

11. Describe the job responsibilities of a buyer:

- o **Select all products that will be in stores**
- o **Analyze retail sales**
- o **Study fashion trends**
- o **Evaluate new products for fit and quality**
- o **Determine what stores to put products in**
- o **Study what competitors are doing**

12. On average, how much does a wholesale and retail buyer earn per hour in Nebraska (2015)?

\$25.95

Source Note: Nebraska Department of Labor-Occupational Employment Statistics 2015 Q4

13. Describe Drew's education and training that allowed her to be a successful buyer:

- o **Started in retail sales**
- o **Internship in management**
- o **Assistant manager position**
- o **Bachelor's degree in advertising and journalism with an emphasis in marketing**

14. What skills should a wholesale or retail buyer have? List at least three.

- o **Knowledge of sales and marketing**
- o **Customer service**
- o **English language/Communication skills**
- o **Mathematics/analytical skills**
- o **Administration and management**

15. What kind of opportunities does Buckle offer to allow students to determine a job in the retail/fashion industry is a good fit for them?

- o **Job experience at a store (part time or full time)**
- o **Management internships**
- o **Management opportunities from within**
- o **Job shadowing**
- o **Internships at corporate offices**



MARKETING

*Instructions: Respond to Question 16 after watching **all** three sections of the virtual industry tour.*

16. Which of the careers introduced in the virtual industry tour best fit your skill set and interests? Explain?

- o **Answers will vary.**



NEBRASKA CAREER TOURS

ABOUT THIS PROJECT

The virtual industry tours provide a unique opportunity for students, parents and job-seekers to experience Nebraska-based industries without leaving the home or classroom.

The videos showcase different businesses and industries in each of the sixteen Career Clusters in the Nebraska Model. In addition to the tour of the business or industry, the videos also contain interviews with employees and managers discussing work requirements, education levels, salary and job prospects. The videos provide an accurate picture of today's workplace, breaking down stereotypes and assumptions while emphasizing the knowledge and skills required to be successful.

The teacher and student guides are designed to enhance student learning for each virtual tour. For the students, a guided notes worksheet is included to help them record important information about the career cluster. The teacher's guide includes a lesson plan complete with anticipatory set, introductory questions, and discussion questions to follow the virtual tours.

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