

# MARKETING, SALES & SERVICE INDUSTRY SECTOR

The job of the Marketing, Sales and Service industry is to advertise and promote products so customers want to buy them. People who work in this industry use their creativity, imagination, and persuasive skills to get people to want and purchase the products they seek to sell. Using today's diverse and powerful communication tools and improved transportation systems, it is now possible to market, service and sell products to anyone anywhere in the world.



The Marketing, Sales, and Services sector is designed to align career-path course work with current and projected employment opportunities. There is a basic business foundation in this sector: marketing and innovation are two major competitive issues for business today. Marketing includes the processes and techniques of identifying, promoting, and transferring products or services to consumers and is a function of almost every business. It exists within an environment of rapidly changing technology, interdependent nations and economies, and increasing demands for ethical and social responsibility.

## CAREER PATHWAYS

### IS THIS INDUSTRY A GOOD MATCH FOR YOU?

#### Are you?

- Persuasive
- Outgoing and friendly
- Resourceful
- Creative

#### Do you?

- Have an entrepreneurial mindset
- Like making presentations
- Shop for yourself and others
- Sell the merits of a product or idea

### EDUCATION LEVEL & RELATED OCCUPATIONS

#### High School Diploma

Sales Representative  
Shipping and Receiving Clerk  
Small Business Entrepreneur

#### Certificate and/or Associate Degree

Marketing Manager  
Route Salesperson  
Warehouse Manager

#### Bachelor+ Degree

Economist  
International Distribution Manager  
Chief Executive

FOR MORE INFORMATION ON THE MARKETING, SALES & SERVICE INDUSTRY SECTOR, GO TO THE CALIFORNIA CAREERZONE.



## MARKETING

Using both creative and systems processes, develop marketing concepts and principles and their practical application in marketing and management. Subject matter includes market research, economics, marketing budgets, creative development and design, and marketing foundations/ functions with emphasis on public relations, advertising, branding, promotion, product/service management, pricing and distribution. Specialized programs of study in this field may include sports marketing, hospitality marketing, advertising or market research.

### Sample occupations associated with this pathway:

- Advertising Account Representative
- Advertising Sales Manager
- Market Research Analyst
- Marketing Manager
- Public Relations Specialist

## PROFESSIONAL SALES

Develop knowledge and skills in the theory and practice of sales designed to provide a professional foundation to those involved in personal selling careers, including the fundamentals of personal selling with an emphasis on customer behavior, persuasive presentation of ideas, products and services, and developing sales goals.

### Sample occupations associated with this pathway:

- Customer Service Representative
- Retail Salesperson
- Sales Manager
- Real Estate Broker
- Fashion Buyer

## ENTREPRENEURSHIP/ SELF-EMPLOYMENT

Develop knowledge and skills common to entrepreneurs and entrepreneurship, including the human characteristics vital for entrepreneurial thinking in a twenty-first-century global world. Entrepreneurial students learn the business knowledge and skills required for entrepreneurs, as well as intangible skills and knowledge such as creativity and innovation skills.

### Sample occupations associated with this pathway:

- Business Owner
- Consultant
- Insurance Broker
- Meeting/Event Planner
- Travel Agent