

INVESTIGATING CAREER CLUSTERS



Marketing and Distribution

What Is the Marketing and Distribution Cluster?

Occupations in this cluster involve forwarding goods from the manufacturer to the consumer and influencing the consumer to purchase the products. Jobs center around areas such as marketing, purchasing, sales promotion, and selling.

Skills Needed

interpersonal skills, self-starting skills, creativity skills, communication skills, business skills, and sales skills

| THE FACTS | Types of Careers in This Cluster | Work Description | Career Outlook | Education |
|--------------|-------------------------------------|--|------------------------|---|
| | Salesperson | Assist customers with choices and purchases in stores | Average | High-school diploma, Bachelor's degree |
| | Sales manager | Direct the sales staff; set sales goals; give advice on promoting sales; analyze results | Average | Associate's degree, Bachelor's degree |
| | Buyer | Purchase merchandise at the best prices | Slower than average | Bachelor's degree |
| | Package designer | Design containers for products, taking into consideration convenience, handling, customer appeal, and cost | Faster than average | Bachelor's degree |
| | Market-research analyst | Analyze the market conditions for large companies that sell goods | Faster than average | Master's degree |
| | Broker | Bring sellers and buyers of merchandise together to make purchases | Slower than average | Bachelor's degree |

ACTIVITY

Your goal: Make a proposal for a cereal box that will appeal to teenagers.

What to think about: People in marketing and distribution have to appeal to different audiences to sell their products. Some try to appeal to adults, others to young people. You are a member of one of the audiences.

What to do: Design a cereal package to appeal to people your age.

Consider the following questions:

- What kind of cereal would you want to sell?
- What would the name of your cereal be?
- What pictures would you put on the box?
- What saying would you put on the box?

Explain why this type of cereal and cereal box would appeal to teenagers.

Sketch a picture of your cereal box on a separate sheet of paper.

CRITICAL THINKING

1. What do you think of the jobs in this cluster? Do you think you might like to work in one of them? If so, which one?

2. How do the people who work in this cluster help you, your family, and your community? Explain in one paragraph.
