

# CAREER OPPORTUNITIES IN MARKETING, SALES, AND SERVICE INDUSTRY SECTOR

## 10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

*How does a person know what career to work toward?  
There is no perfect answer, but the following 10 tips will  
get you off to a good start.*

- 1 Get to know yourself** – Complete more than one self-assessment test.
- 2 Identify your strengths and weaknesses** – What do you do well and what do you not do well?
- 3 Develop an inventory of careers** – Write down some careers that might interest you.
- 4 Research different careers** – Talk to others and use the Internet.
- 5 Write the pros and cons** – List positives and negatives about the careers that interest you.
- 6 Network** – Discuss your ideas with others.
- 7 Talk with people who work in your area of interest** – Family and friends are great resources.
- 8 Find a mentor** – Find someone with whom you can discuss your career selection.
- 9 Experiment** – Take a related class or part-time job.
- 10 Don't give up** – "If there is a will, there is a way."



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Do you like to shop for yourself and others? Do you think you would be good at selling the merits of a product or idea? The Marketing, Sales, and Service Industry Sector provides an opportunity to learn the techniques of transferring products or services to consumers. As California businesses compete in the global marketplace, the need for employees with business expertise and the ability to analyze and respond to emerging trends will continue to grow.

Web sites  
for further information:

[www.californiacareers.info](http://www.californiacareers.info)

[www.whodouwant2be.com](http://www.whodouwant2be.com)

[www.californiacolleges.edu](http://www.californiacolleges.edu)

[www.edd.ca.gov/Jobs\\_and\\_Training/](http://www.edd.ca.gov/Jobs_and_Training/)

# Career Pathways



## E-commerce Pathway

The buying and selling of products and services over the Internet are now everyday occurrences. For large corporations, globalization via e-commerce is no longer an option, but a strategic necessity. E-commerce has spurred innovations in electronic funds transfers, inventory management, marketing, automated data collection systems, and many other areas. Career opportunities in this pathway have grown to meet the needs of the global market.

### CAREERS/CAREER AREAS:

- *Software Engineer*
- *Copywriter/Designer*
- *Entrepreneur*
- *Interactive Sales Engineer*
- *Business Teacher*
- *Web Developer*
- *Customer Service/Customer Support Representative*



## Entrepreneurship Pathway

Entrepreneurship is the practice of starting a new business or organization. Though starting a business

presents challenges and hardships, entrepreneurs are not discouraged in their pursuit of being their own boss. While no specific personality type is associated with entrepreneurs, successful entrepreneurs share common characteristics. Some key descriptors include visionary, prudent risk taker, positive thinker, persistent, enthusiastic, and determined.

### CAREERS/CAREER AREAS:

- *Franchisee*
- *Marketing Manager*
- *Buyer*
- *Business Owner*
- *Account Executive*
- *Event Planner*



## International Trade Pathway

Twenty-first century travel and communication make the commerce world seem smaller. The resulting global marketplace is a thriving and competitive place to do business. Students focusing on international trade need an understanding of the political, historical, cultural, legal, economic, and ethical systems of the countries trading in the world market.

### CAREERS/CAREER AREAS:

- *Sales Representative*
- *Route Sales*
- *Shipping and Receiving*
- *Economist*
- *Marketing Research*
- *International Trade Specialist*



## Professional Sales and Marketing Pathway

Sales and marketing involve the transfer of goods and services in the economy. Marketing entails promotion, advertising, and distribution. Types of sales include direct, retail, consignment, telemarketing, door-to-door, route, and auction.

### CAREERS/CAREER AREAS:

- *Telemarketer*
- *Retail/Wholesale Buyer*
- *Account Executive*
- *Real Estate*
- *Securities*
- *Insurance*
- *Books*
- *Pharmaceutical Supplies*
- *Product Branding*
- *Public Relations*
- *Advertising*

