



MARKETING

A collage of various marketing-related images including a man writing in a notebook, a woman at a laptop, a clothing store window display, a woman presenting a bar chart, a man using VR, a woman with a smartphone, and a woman in a call center.

CAREER SUCCESS GUIDE

Great Career Ideas • Creating Your Plan • College Resources



Kay Ivey, Governor of Alabama

A MESSAGE FROM THE GOVERNOR

As I've said on many occasions, our people are Alabama's greatest strength, especially our young people, who hold the state's future in their hands. As the guardians of our state's future, students deserve every possible tool to help them—and Alabama—succeed in all areas.

To achieve this, we have created the Alabama SUCCESS Guides, which are designed to assist students in identifying resources regarding

careers, postsecondary education and financial literacy. Through our students, we are positioning our state for even greater accomplishments. They will be well-equipped for careers in Alabama's workforce which will allow them to compete—and excel—in our global economy.

This Alabama SUCCESS Guide is an excellent tool in helping our students of today become our leaders of tomorrow.

ATTENTION PARENTS!

This guide is part of a series created to help students in Alabama learn more about high-demand careers, salaries, the steps they need to take to reach their goals, and the resources that can help them get there.

The workforce has changed since you entered it. Many of the jobs that exist today were not even created when you graduated from high

school, and the pace of change is faster than ever! However, since work skills are transferable to many jobs, by helping your student connect with what they learn in the classroom to real jobs that interest them, they will graduate better equipped for life after high school.

Thank you for talking with your child about what careers interest them – and why. You can help them by

sharing your own work experiences with your child. Ask people in your community who work in jobs that interest your child to share about their careers or let your child visit their workplace. And last, but not least, go with your child to meet with their school counselor or career coach to get them moving in the right direction. Help them prepare for their future...today.



WHAT EMPLOYERS WANT

WILLIS MCKEE

MARKETING STRATEGIST, CREATIVE DESIGNER & CONTENT STRATEGIST
WILL WORLD MARKETING

“**MARKETERS MADE KINGS, INVENTED CAPITALISM, PROPAGANDIZED COMMUNISM, FED FAMINES, AND CONVINCED BILLIONS TO PAY FOR DRINKING WATER.** Considering the profession’s historical and unprecedented influence, it’s clear one can’t just be good to be successful. Reading, writing and arithmetic are fundamental skills; however, marketers must rise to higher standards. Marketers self-educate. Journalists write; marketers create desire. Tellers add: marketers are mathmagicians. (Yes, I meant mathmagicians!) Marketers must be prophets of trends, leaders of people, innovators of technology, historians of consumer patterns and clairvoyant tellers of the future. Marketers must be able to surpass, surprise, and survive in a world that changes every second. Most importantly, marketing is a success-measured profession, no you can’t fake it until you make it. Irresistible charm won’t hide lack of substance.”

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SAMPLE OCCUPATIONS



PATHWAYS

CLUSTER: MARKETING

THINK AGAIN

MYTH: Marketing is only for large companies.

FACTS: Virtually every business needs some form of marketing, which means your career options in marketing are without limits. Contrary to popular perception, most jobs in marketing, especially entry-level jobs, are with small, startup companies looking to gain footing in the advertising and public relations arena.

Now is the time to take a fresh look at Marketing careers you may not have considered before.

REALITY CHECK

WHAT IT COSTS TO LIVE ON YOUR OWN IN ALABAMA
Estimated 2017-2018 monthly expenses for a 22 year-old living in Birmingham.

NOTE: Keep in mind that your paycheck will be reduced by about 30 percent to cover taxes, retirement, and insurance. What's left is known as your "take-home pay." Subtract 30 percent from the salaries shown on pages 5 and 6 to get a more accurate take-home amount.

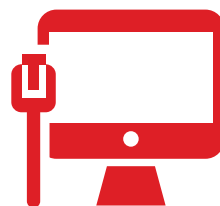
Groceries:
 \$350-\$400



Mobile Phone:
 \$55



Cable and Internet:
 \$80



Gasoline:
 \$100
 (1,000 miles @ \$3.00 per gallon, 30 mpg)



Rent and Utilities:
 \$700-\$850
 (1 Bedroom)



Car Payment:
 \$350-\$450
 (Used 2016)



Car Insurance:
 \$60-\$125
 (6-Month Policy)



Sources:
 RENT: rentbits.com/rb/t/rental-rates/birmingham-al
 CAR: carsdirect.com
 MOBILE PHONE: att.com, verizon.com
 GROCERIES: bestplaces.net
 CABLE AND INTERNET: birmingham.mybriighthouse.com
 CAR INSURANCE: progressive.com
 GAS: gasbuddy.com

YOU DECIDE

Does the Marketing Career Cluster fit you, your talents, and your dreams?

Take this quick quiz to find out.

1	2	3	4	5
Do you enjoy art, writing, or public speaking?	Are you good at convincing your friends to follow your lead?	Are you friendly and outgoing?	Do you enjoy speaking to groups of people?	Do you have strong organizational and time management skills?
WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:
Marketing jobs require employees to combine their creative strengths with strong communications skills.	Sales is all about earning your clients' trust.	The ability to work well with others is vital to customer relations—a key element of careers in this cluster.	The Marketing career cluster will put your public speaking skills to the test.	To meet client expectations, you must also be well organized.
If you answered “yes” to most of these questions, Marketing could be right for you.				

CAREER IDEAS



What Job Works for YOU?

On the next two pages you will find job descriptions for this career cluster that are projected to be the “Hot Jobs” in the state of Alabama from now through the year 2024. The jobs are listed in order of projected demand.*

On pages 7 and 8 you will see short bios of people who live and work in this career cluster right here in Alabama. As you read their stories, pay attention to their pathway to the job they are in currently and the lessons they learned along the way. What can you learn from these real-life stories that might help you along your own career path? ►►►►►►►►►►►►

*This information is provided by the Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The wage data is based on the May 2015 Occupation Employment Survey employment and wage estimate file. The wages have been aged using the most current Employment Cost Index (ECI) factors reflecting wages as of September 2016.



SALES REPRESENTATIVE, WHOLESALE & MANUFACTURING *Technical and Scientific Products*

Job Description: Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education.

Education: Bachelor's degree

Salary Range: \$44,719 – \$107,576



MARKET RESEARCH ANALYST OR MARKETING SPECIALIST

Job Description: Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Education: Bachelor's degree

Salary Range: \$35,904 – \$75,024



INSURANCE SALES AGENT

Job Description: Sell life, property, casualty, health, automotive, or other types of insurance. May refer clients to independent brokers, work as an independent broker, or be employed by an insurance company.

Education: High school diploma or equivalent and License

Salary Range: \$28,448 – \$75,362



MERCHANDISE DISPLAYER OR WINDOW TRIMMER

Job Description: Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.

Education: High school diploma or equivalent

Salary Range: \$17,349 – \$31,902



RETAIL SALESPERSON

Job Description: Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.

Education: License

Salary Range: \$17,543 – \$31,218



SALES REPRESENTATIVE, WHOLESALE & MANUFACTURING *Except Technical and Scientific Products*

Job Description: Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

Education: High school diploma or equivalent

Salary Range: \$32,234 – \$80,738



PARTS SALESPERSON

Job Description: Sell spare and replacement parts and equipment in repair shop or parts store.

Education:

No formal educational credential

Salary Range: \$18,959 – \$36,819



REAL ESTATE SALES AGENT

Job Description: Rent, buy, or sell property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.

Education: High school diploma or equivalent and License

Salary Range: \$36,030 – \$76,050



DEMONSTRATOR OR PRODUCT PROMOTER

Job Description: Demonstrate merchandise and answer questions for the purpose of creating public interest in buying the product. May sell demonstrated merchandise.

Education:

High school diploma or equivalent

Salary Range: \$17,779 – \$33,629



MARKETING MANAGER

Job Description: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Education: Bachelor's degree

Salary Range: \$76,347 – \$177,258



GRAPHIC DESIGNER

Job Description: Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

Education: Bachelor's degree

Salary Range: \$27,304 – \$48,586



ADVERTISING SALES AGENT

Job Description: Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or the Internet. Includes individuals who obtain leases for outdoor advertising sites or persuade retailers to use sales promotion display items.

Education:

High school diploma or equivalent

Salary Range: \$20,405 – \$57,276

ROBERT W. HUTSON SENIOR VICE PRESIDENT

NAVIGATOR DEVELOPMENT GROUP

Graduate of South Lakes High School
Reston, VA

My primary responsibilities include business development, program management, proposal development, and senior level management of corporate operations.

From a very early age, I knew that I wanted to attend West Point and spend a career in the military. I was willing to make sacrifices at an early age by going to a mentally, physically, and academically tougher school. West Point and a military career was the right path for me to gain experience and sound leadership, discipline, and selfless service. After retiring from the military, I served as a Program

Manager and Vice President in our company prior to being promoted to Senior Vice President. Working in the military gave me the ability to quickly adapt to changing situations and to work with people to solve problems.

“Be proactive and not reactive. The good employee does what he/she is told to do. The great employee goes beyond the basics and finds additional work to accomplish.”

First and foremost, honesty and integrity is paramount and establishes a solid foundation in any working relationship. Additionally, selflessness and willingness to work long hours has helped. Always set the example by leading from the front and never ask anyone else to do something that you are not also willing to do first. Having strong attention to detail is also important so that you minimize mistakes and do quality work the first time around. Be proactive and not reactive. The good employee does what he/she is told to do. The great employee goes beyond the basics and finds additional work to accomplish.

BETH BROWN FIELD SALES SPECIALIST

ALFA INSURANCE

Graduate of Haleyville High School
Haleyville, AL

I sell insurance and make sure that everyone understands what their coverage includes. I look to continue to move up in the company as something becomes available. I am not sure yet what I may want to try.

I graduated from Northwest Community College. I loved going there because it was different than high school but not as big of a difference as going to Athens. I always thought that I wanted to teach. However, events in my life changed that for me. After my children began school, I decided to go to work part

“I quickly realized that I loved working with people.”

time. At that point I did substitute teaching. After a couple of years, a friend offered me a job working for AT&T. I quickly realized that I loved working with people. So after about 5 years, that office closed and I went to pay my insurance one day and they asked if I was working. I told them no, and they said bring a resume you would be great here. So I took one in and I have been here over 5 years

and love it. So sometimes things change and you change. But no matter what, face every situation and opportunity with open eyes. Working for Alfa, I had to get my property and casualty license. It was different because it was all done online. However, I decided to advance in my career by going on to get my life and health license as well to take another position within the company. I learned that you are never too old to go back to school and learn.

JONATHAN M. HOLLADAY OWNER

ALLSTATE – THE HOLLADAY AGENCY, INC.

Graduate of Walker High School
Jasper, AL

I own two Allstate insurance agencies in Walker County and currently employ 6 staff. I am an independent contractor and owner of The Holladay Agency, Inc.

I grew up in a single parent household with my mom who owned a daycare. I learned from her the importance of building great relationships with your clients. As I began my college career at Beville State Community College in Jasper, I also started working part time at an insurance office. I eventually stopped taking a full load of classes and

started working more. I would sometimes take a semester or two off to save up to pay for classes after my ability to apply for grants ran out. I was working full time living totally on my own, but I wanted to get that degree that I had worked on for those years. What drew me to the insurance field was the ability to work with customers and help protect them

“I learned the importance of building great relationships with your clients.”

and their families from life's uncertainties. I love knowing that what my staff and I do helps to get peoples' lives back to normal. I am also thankful for a job that allows me the freedom to give back to my community and do some traveling as well. Having people skills is very important. I can have the best product around, but if I am not able to connect with someone and build rapport, then I can never sell my services to them. In a world with so much technology there are some things that cannot replace the power of personal engagement.



DONALYN HODGES WILKINSON

MARKETING/SALES/OFFICE MANAGER

BALFOUR – BILL & DON HODGES

Graduate of Sylacauga High School
Sylacauga, AL

I assist the Regional Sales Representatives servicing territory schools with class rings, other graduation supplies, and varsity apparel. I also manage the day-to-day office/business operations.

I worked part-time while in high school at Burger King learning early on the skills necessary to provide good customer service in the public sector. My original degree path at Central Alabama Community College and then at Jacksonville State University was Education, but after working part-time as a K-5 teacher

“Be open, and always listen!”

in college, I changed my degree to business. I selected Marketing for its numerous interesting options; sales, advertising, merchandising, design, etc. I began my career with The Limited Corporation, Express/Structure division then Bath & Body Works division. I worked my way up the management level from Assistant to Store Manager to Area Store Manager in two years, then to Regional Store Recruiter/Opener

for Georgia and Florida.

I gained experience from multiple work cultures and developed customer relation skills and multi-tasking techniques. I also developed a strong work ethic from my experiences and my parents. Success comes from multiple experiences – don't expect to know anything about everything! Be open and always listen! I love working in a family-owned and operated business that has great pride in what it does. My current career is my final destination and where I plan to retire.

JENNINGS BOWDEN

MARKETING DIRECTOR

AUBURN UNIVERSITY SGA

Graduate of Auburn High School
Auburn, AL

I am a full-time student at Auburn University, but I also work several jobs. As Executive Vice President of Communications and Marketing for our Student Government Association, I serve as the creative director for all Student Government Association marketing campaigns and programs. I maintain social media, the SGA website, and hold the marketing team to a high standard for production value. I have had the opportunity to work with an amazing team of students and train them to produce high quality work in all areas, including video, photo, web design, and print media.

I began making short films in high school for my academic class projects. Through Auburn

High School's Mass Media Program, I was able to create content for the daily school news broadcast, public service announcements, a TV show for the city's community television channel, and volunteer at local elementary schools training and assisting teachers to begin and expand their own film programs. Marketing, photography, and videography are often not 9-5 jobs. I have spent lots of time off the clock at home editing photos and videos or scheduling marketing campaigns to ensure that the people, companies, or organizations I am representing look the best

“I began making short films in high school for my academic class projects.”

they can. As far as photography and videography, I think it's important to know that you will not spend all of your time out in the field capturing moments. Most my time is actually spent behind a computer screen, editing and tweaking my images or assembling my shots into an edited video program. Through these jobs I am able to combine both my business degree and art degree. I like to think of it as applied art, as I use my artistic training to bring a new perspective to business world through marketing. It is a lot to be a full-time student and work full time, but the jobs I have do not drain me. Instead, they inspire me and keep me motivated to do my best in school so I can graduate and fully dedicate my life to this incredible field.

BROOKE GARRETT

GRAPHIC DESIGNER/SALES ASSISTANT

BEAR & SON CUTLERY

Graduate of Sylacauga High School
Sylacauga, AL

My job has two parts; one part I design promotion sales material and advertising for a knife manufacturer. This includes helping with the catalog, sales flyers, magazine ads, photo manipulation, and layering custom art onto knives. The other part I work on the inside sales team. We contact businesses to sell our knives in their stores. This also involves traveling to some trade shows across the country.

Ever since I was little I knew I would do something with art, however, I did not think that would make me money. Then I

discovered there was a field of graphic design in high school career tech classes. When I was in high school, I took several career tech classes that pointed me towards the career I knew I wanted. I competed in a desktop publishing competition for FBLA at my high school. This is what really showed me that I wanted to do graphic design. After high school, I attended a community college for one year then attended JSU to study graphic design. I learned a lot about the career path I had chosen and all the opportunities available in it. Once I started taking my graphic design classes, I was positive this is what I wanted to

do for the rest of my life. I also learned many marketable skills that helped me get a job. I now work as a graphic designer at a knife manufacturer. I also work in sales which I did not go to school for, but I have come to enjoy. In the future, I hope to own my own graphic design business.

“When I was in high school I took several career tech classes that pointed me towards the career I knew I wanted.”



MAKE A PLAN

SIT DOWN WITH YOUR PARENTS AND COUNSELOR AND CREATE A PLAN

Map out an Alabama Education Plan (sample below) based on your interests, strengths, and possible career goals. Your plan outlines the courses and electives you'll take in high school, plus related co-curricular organization and career preparation experiences. Your school counselor or career coach will work with you to determine the learning experiences needed for you to complete your plan, such as using distance learning or earning college credit from your local community college. Below is a sample Alabama Education Plan for you to use as a guide.

SAMPLE EDUCATION PLAN FOR THIS CAREER CLUSTER

GRADE 9	GRADE 10	GRADE 11	GRADE 12
FRESHMAN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
English 9 Algebra I Physical Science World History *Career Preparedness *LIFE PE **Elective	English 10 Geometry Biology United States History 10 *Health/Elective **Elective **Elective	English 11 Algebra II Environmental Science United States History 11 **Elective **Elective **Elective	English 12 Math Elective Science Elective US Government/Economics **Elective **Elective **Elective

*Other Required Courses

**Career & Technical Education and/or Foreign Language and/or Arts Education (3 Credits)

MARKETING, SALES & SERVICE CLUSTER COURSES

Advanced Sports and Entertainment Marketing	Career Preparedness	Internet Marketing	Sports and Entertainment Marketing Fundamentals
Business Essentials	Commerce Communication	Management Principles	
Business Technology Applications	Entrepreneurship	Marketing Principles	
Buying and Merchandising	Integrated Marketing Communications and Branding	Sales and Promotion Planning	
		Senior Career Pathway Project - Marketing	

CO-CURRICULAR

WORK-BASED LEARNING

DECA	Job Shadowing	Internship	Work Experience
FBLA	Career Day/Fair	Field Trips	Guest Speakers

GETTING READY

MAPPING OUT YOUR PROGRAM

GRADE 8

- Research your career options based on your interests, talents, and goals.
- Create an Alabama Education Plan (see page 9).

GRADE 9 FRESHMAN YEAR

- Choose a career cluster.
- Do your best work in all your classes. Course selection and grades really do count when you are applying to colleges and training programs.
- Keep a folder or portfolio of your activities, awards, accomplishments, and work experience, and add to it during your high school career.

GRADE 10 SOPHOMORE YEAR

- Continue building the strongest possible academic record.
- Consider taking the ACT if you plan to apply to a two-year college or university in the future.
- Consider taking the PSAT (Preliminary SAT/National Merit Scholarship Test) if you plan to apply to a two-year college or university in the future.
- Use the information in your portfolio to create a resumé.
- Apply for summer jobs, internships, or volunteer activities related to your career cluster.

GRADE 11 JUNIOR YEAR

- Take the PSAT/NMSQT.
- Use resources available at your school (books, online tools, college fairs, etc.) to research postsecondary education options related to your career goals.
- Register to take either the ACT or the SAT I and SAT II Subject Tests. (There are testing dates every month from January through June). Registration deadlines are approximately four weeks before each testing date.
- Apply for summer jobs, internships, and volunteer activities related to your career goals.
- Use studentaid.ed.gov to determine your financial aid eligibility.

GRADE 12 SENIOR YEAR

- In the fall, apply to postsecondary programs and retake any standardized college admissions tests if you would like to improve your score.
- Beginning in October, complete college financial aid forms. Deadlines and required data differ from school to school, so read the instructions carefully.
- In the spring, choose your postsecondary program on the basis of where you have been accepted, costs, etc.
- Continue doing your best work. All schools require a final transcript before making your acceptance official.

COLLEGE PREP: GETTING ACCEPTED

The college admissions process can be stressful and a bit scary, especially if you are the first in your family to apply. Give yourself the best shot at getting into a college program that matches your goals by following these five steps:

1. MAKE THE GRADE

Your grade point average really does count, so do your best work on every assignment, pay attention in class, and participate in group discussions.

2. MAKE A LIST

Before you can apply to college, you have to figure out what you would like to study and what matters most to you (like college location, size, or religious affiliation). Use the college guides in your local library, school library, school counselor's or career coach's office to start making a list of colleges that interest you. Use online tools like collegeboard.org and accs.cc to learn more about each school and take virtual campus tours.

3. GET INVOLVED

Build teamwork and leadership skills by joining career technical student organizations, clubs, and teams at your school, volunteering for service projects, and participating in church or community activities.

4. PLAN FOR TEST

Most colleges want scores from the ACT, SAT, or SAT II tests. See what tests the schools on your list require, sign up to take them in time to include the scores on your application, and then practice the free SAT sample questions at collegeboard.org or sample ACT tests at actstudent.org.

5. BE NEAT AND COMPLETE

Before you send in a college application, double-check your spelling, make sure nothing is missing, and save a copy just in case you have to submit it again.

PAYING YOUR WAY: FINANCIAL AID

Every Alabama student can afford to go to college. It just takes a little planning. Put your college dreams within financial reach by taking these five steps:

1. CONSIDER A COMMUNITY COLLEGE

Alabama's public and private two-year colleges offer an affordable way to earn an associate's degree or complete enough credits to transfer into a four-year school as a junior. Learn more at accs.cc.

2. WEIGH YOUR OPTIONS

Attending one of Alabama's four-year public or private schools cuts travel costs and other living expenses, as compared to attending schools out of state. In addition, public schools offer reduced in-state tuition, and, if there's a college nearby, you can save even more by living at home.

3. RISE TO THE TOP

Apply to a couple of schools at which your grades and accomplishments put you near the top of the typical applicant pool.

4. DO A LITTLE DIGGING

More than one million local, national, and college-specific scholarships are available each year. Ask your school counselor or career coach for help finding printed scholarship resource guides. To find and apply for scholarships online, sign up for the free college scholarship search source achievealabama.org.

5. APPLY FOR AID

Fill out the Free Application for Federal Student Aid (FAFSA) beginning on October 1 of your Senior year. FAFSA forms and instruction booklets are available at your school counselor's office and online at studentaid.ed.gov. Some schools also require the CSS/Financial Aid Profile form (profileonline.collegeboard.org), and others have their own financial aid forms. Carefully read each college's application to know what forms you need to submit and when.

	AGRICULTURE, FOOD & NATURAL RESOURCES
	ARCHITECTURE & CONSTRUCTION
	ARTS, A/V TECHNOLOGY & COMMUNICATIONS
	BUSINESS MANAGEMENT & ADMINISTRATION
	EDUCATION & TRAINING
	FINANCE
	GOVERNMENT & PUBLIC ADMINISTRATION
	HEALTH SCIENCE
	HOSPITALITY & TOURISM
	HUMAN SERVICES
	INFORMATION TECHNOLOGY
	LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY
	MANUFACTURING
	MARKETING
	STEM
	TRANSPORTATION, DISTRIBUTION & LOGISTICS

CLUSTER PATHWAYS

Marketing

POST SECONDARY LEARNING

COMMUNITY COLLEGE

4-YEAR COLLEGE/UNIVERSITY

WORK-BASED LEARNING

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