



MARKET RESEARCH ASSISTANT

MARKET RESEARCH AS

Market Research Assistant

Market Research Assistants collect and look at information that will help companies to make decisions about their products and services. Market Research Assistants may study the wants and needs of people and how to influence them. They may create surveys to collect information and opinions from different groups of people. This type of information is usually collected through telephone, mail or one-on-one surveys as well as the Internet. Market Research Assistants often give reports on what they learn and what it means to their company.

Education Requirements: Four-Year Bachelor's degree,
Master's degree



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MARKETING MANAGER

MARKETING MANAGER

Marketing Manager

Marketing Managers expand on the details of a company's marketing plan. They may help decide the best price for their goods or service, who they will sell it to and how they will advertise it. They may work with sales people, product developers, public relation firms and advertising agencies to watch trends that point to the need for new products, services and promotion plans. Marketing Managers may work on marketing plans for one brand or an entire company.

Education Requirements: Four-Year Bachelor's degree,
Master's degree



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The background is a solid orange color with abstract white lines that curve and swirl across the left side of the image. The text is centered and reads:

ADVERTISING ACCOUNT EXECUTIVE

Advertising Account Executive

Advertising Account Executives are the go-between person for clients and an advertising agency. They usually work under an account manager and are in charge of the day-to-day development and execution of their clients' marketing materials. They work with the client and agency staff to create and carry out marketing communications such as television commercials, newspaper and magazine ads. Advertising Account Executives also keep things organized to make sure that projects are finished on time and on budget.

Education Requirements: Four-Year Bachelor's degree



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The background is a solid orange color. On the left side, there are several thin, white, curved lines that sweep across the frame, creating a sense of motion and design. The text is centered and rendered in a bold, white, sans-serif font.

ADVERTISING CREATIVE DIRECTOR

Advertising Creative Director

Advertising Creative Directors watch over the day-to-day activities of creating marketing communications. They lead creative teams of art directors and copywriters in the development of advertising. Creative Directors usually have a background as an art director or copywriter and know a lot about the advertising business. They also watch over workers in other areas of an agency to see that the work being done is both creative and makes the clients happy.

Education Requirements: Four-Year Bachelor's degree



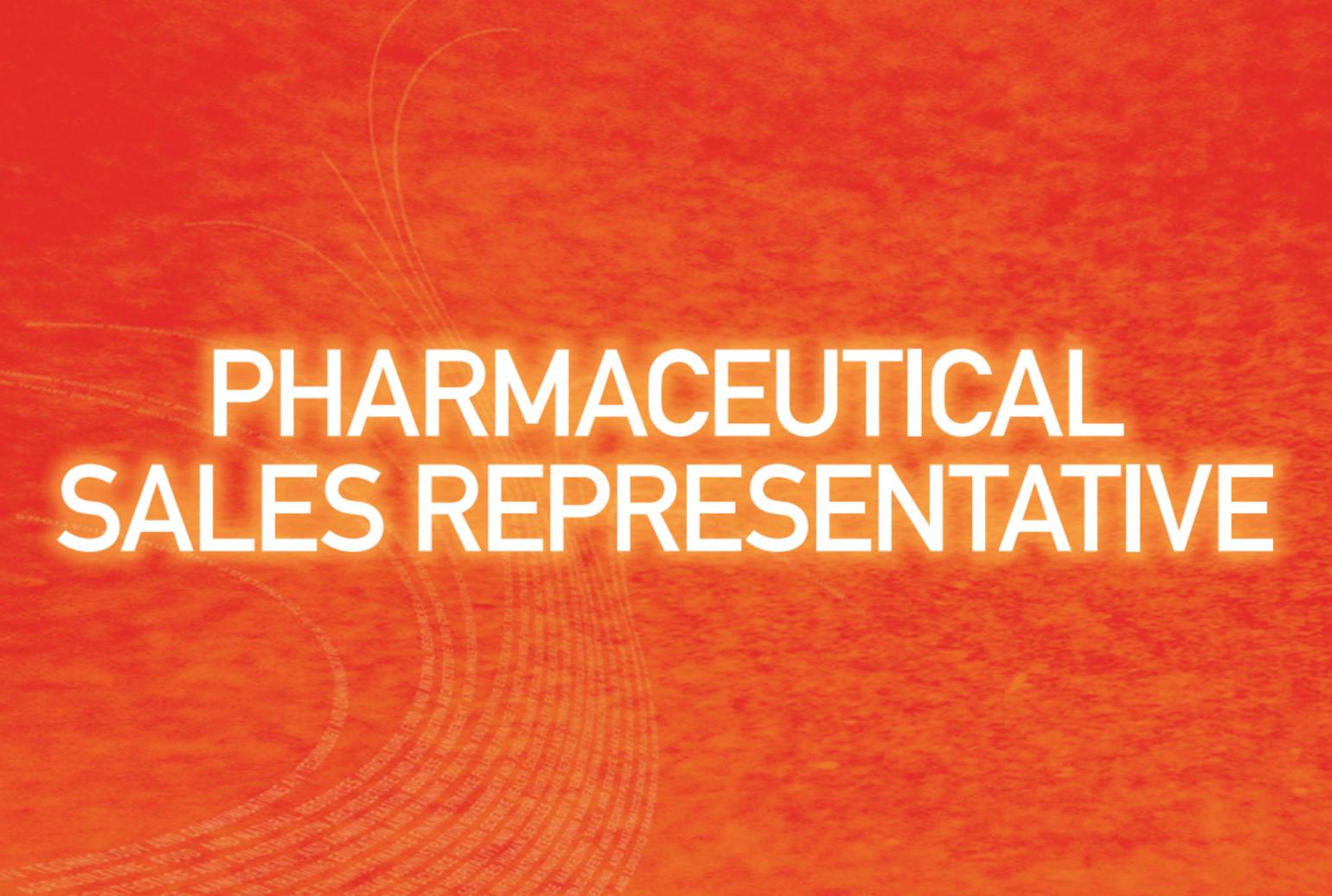
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The image features a solid orange background. In the center, the text "PHARMACEUTICAL SALES REPRESENTATIVE" is written in a bold, white, sans-serif font. The text is arranged in two lines: "PHARMACEUTICAL" on the top line and "SALES REPRESENTATIVE" on the bottom line. To the left of the text, there are several thin, white, curved lines that sweep across the frame, creating a sense of motion or a stylized graphic element.

PHARMACEUTICAL SALES REPRESENTATIVE

PHARMACEUTICAL SALES Pharmaceutical Sales Representative

Pharmaceutical Sales Representatives promote the use of their client's medications and other pharmaceutical products among doctors, dentists, hospitals and retail drug stores. These professionals serve as a bridge between their companies and the clients. Companies who make these medications like to hire college graduates, particularly those with strong scientific backgrounds. In addition to a college degree, most new Pharmaceutical Sales Representatives complete detailed training programs to learn about their company's products.

Education Requirements: Four-Year Bachelor's degree



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PUBLIC RELATIONS SPECIALIST

Public Relations Specialist

Public Relations Specialists work to communicate their client's needs to people in the community in addition to the media and the government. They must understand how people think and receive communications in order to help "tell the client's story." Public Relations Specialists may help promote a new service or manage a crisis by educating the public in how a company may be addressing a problem. Public Relations Specialists must be able to communicate well, get organizations to work together and create good relationships with the media.

Education Requirements: Two-Year Associate's degree,
Four-Year Bachelor's degree



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FLORIST

Florist

Florists work with flowers and plants, often in retail stores. Retail Florists design floral arrangements like corsages, wreaths and bouquets for a number of occasions. Retail Florists sell directly to the people. Wholesale Florists sell flowers, plants and related supplies in bulk to companies. Busy times for Florists include holiday times, such as Valentine's Day and Mother's Day, and during the summer months when there are a lot of weddings.

Education Requirements: High-School diploma



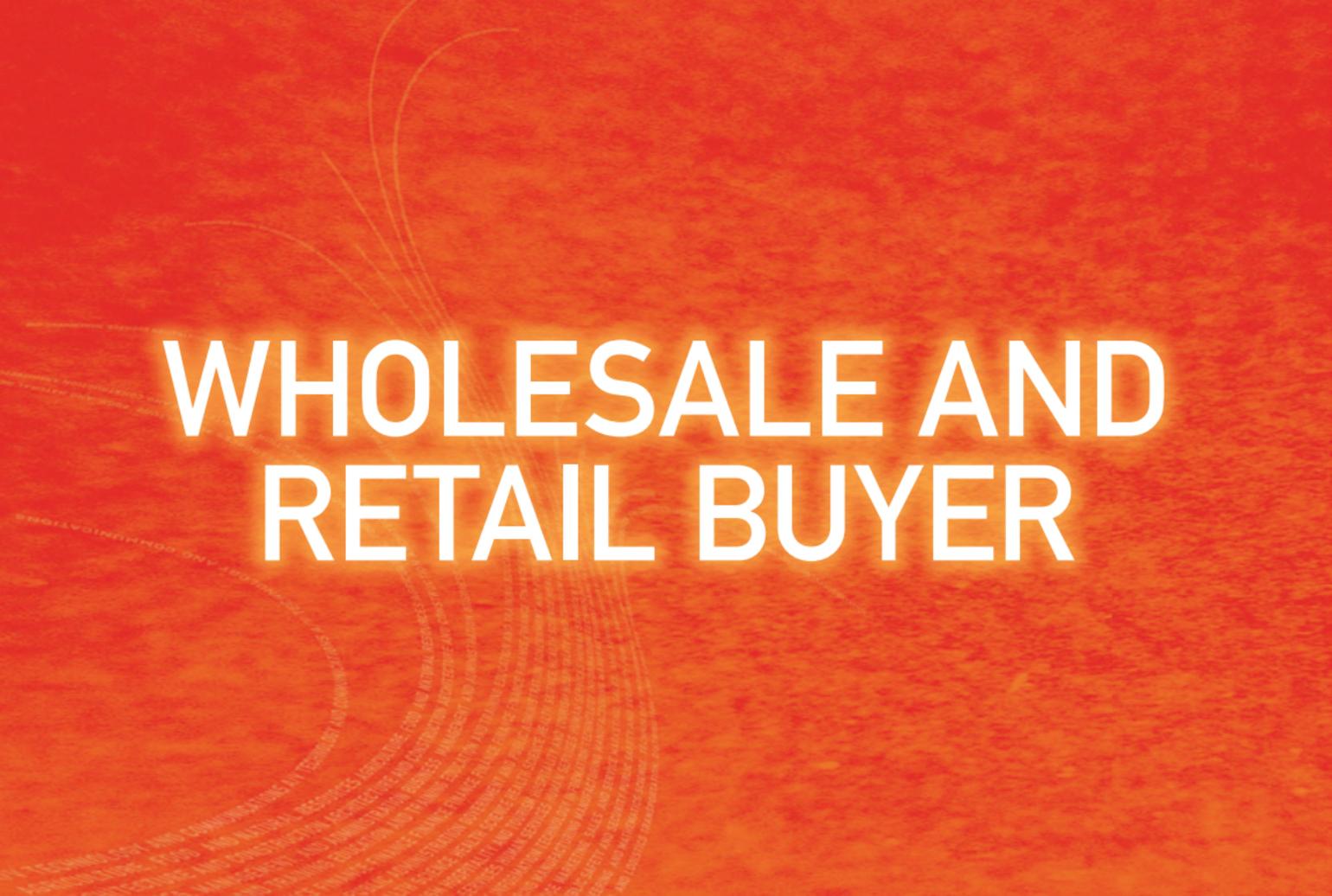
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The background is a solid orange color with several thin, white, curved lines that sweep across the frame from the left side towards the right. These lines vary in length and curvature, creating a sense of motion and depth. The text is centered in the middle of the image.

WHOLESALE AND RETAIL BUYER

Wholesale and Retail Buyer

Wholesale and Retail Buyers purchase goods, like clothing or electronics, to sell in stores. Wholesale Buyers purchase items directly from the places that make them and then sell them to stores. Retail Buyers purchase items from wholesale firms or directly from the people who make them and then sell them in a store. Both types of Buyers carefully look at past sales information to help them decide what to buy. It's important for both types of Buyers to also know what people want to buy so they can buy items that will sell.

Education Requirements: Two-Year Associate's degree,
Four-Year Bachelor's degree



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MANUFACTURER'S REPRESENTATIVE

Manufacturer's Representative

Manufacturer's Representatives work with wholesale and retail buyers and the product that they are selling. Manufacturer's Representatives help to make wholesale buyers, retail buyers and purchasing agents interested in their products and to answer any of their clients' questions. Manufacturer's Representatives show how their products work and explain their differences from other products, including showing how using their products can reduce costs and increase sales.

Education Requirements: Two-Year Associate's degree,
Four-Year Bachelor's degree



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The image features a solid orange background. In the center, the text "TECHNICAL SALES REPRESENTATIVE" is written in a bold, white, sans-serif font, arranged in two lines. To the left of the text, there are several thin, white, curved lines that sweep across the page, creating a sense of motion or technical precision. The overall design is clean and professional.

TECHNICAL SALES REPRESENTATIVE

Technical Sales Representative

Technical Sales Representatives sell and give advice on highly advanced products. They have to know a lot about these products, including all their parts and how they work. They must use their communication skills to show how and why the products or services they are selling would be better than other products. If there are no other products like theirs, the job of the Technical Sales Representative is to show to the customer the benefits of the product or service—including showing how much money new equipment or machinery would save.

Education Requirements: Two-Year Associate's degree



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The background is a solid orange color with several thin, white, curved lines that sweep across the frame from the bottom left towards the top right, creating a sense of motion and depth.

WHOLESALE SALES REPRESENTATIVE

Wholesale Sales Representative

Wholesale Sales Representatives work with buyers who purchase large amounts of any product. No matter what type of product they sell, the Wholesale Sales Representative's main job is to get buyers interested in their products and to answer any of their clients' questions. Sales Representatives show products and talk about what makes them better or different than other similar products.

Education Requirements: Two-Year Associate's degree,
Four-Year Bachelor's degree



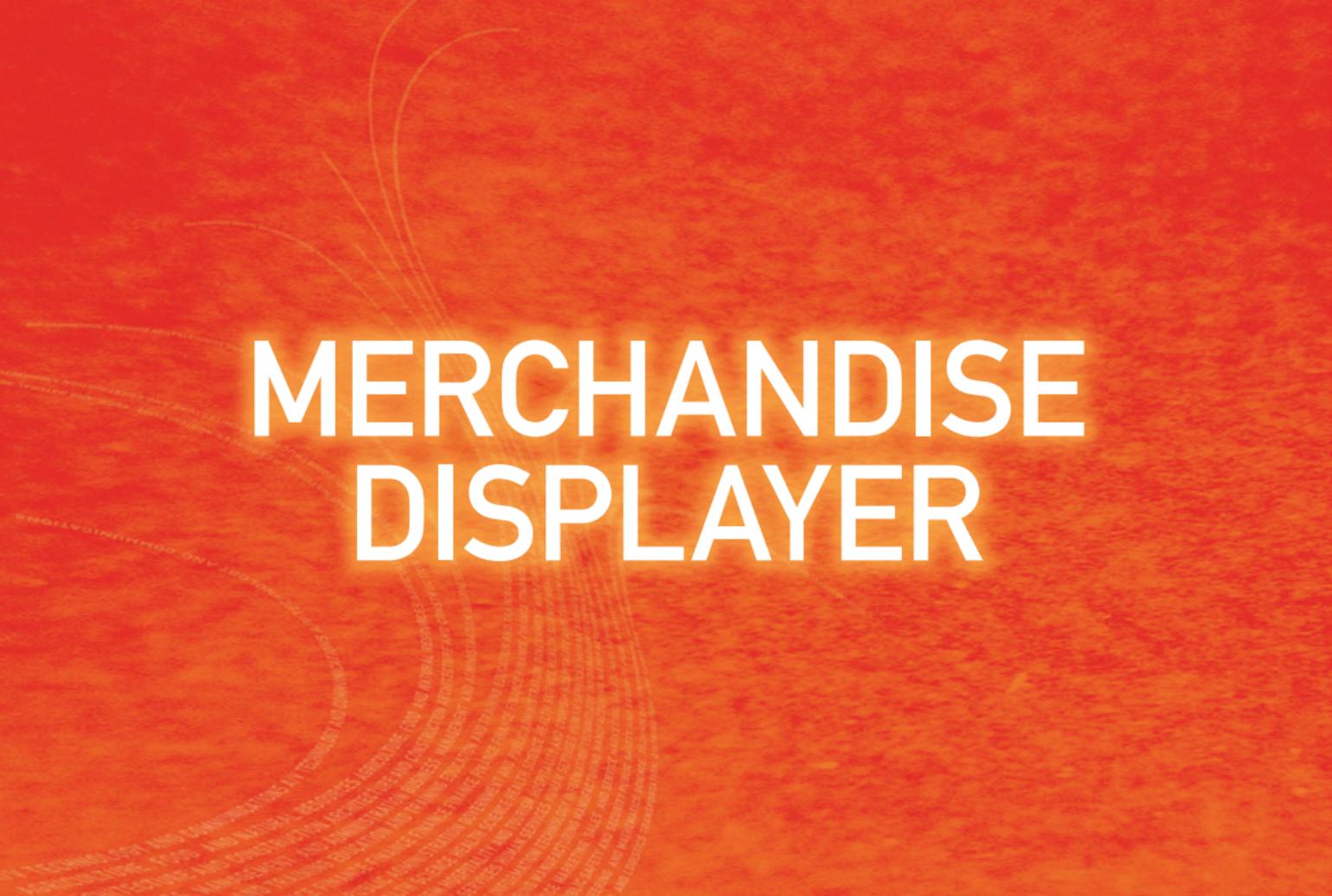
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The image features a solid orange background. In the center, the words "MERCHANDISE" and "DISPLAYER" are stacked vertically in a bold, white, sans-serif font. To the left of the text, there are several thin, white, curved lines that sweep across the frame, creating a sense of motion or a stylized graphic element.

MERCHANDISE DISPLAYER

Merchandise Displayer

Merchandise Displayers, sometimes called window dressers, design, build and organize how products are set up in stores. They try to get the attention of buyers through eye-catching displays in windows and on the sales floor. Generally, Merchandise Displayers work under more experienced managers and with other workers of the same skill level and responsibility. They may work late nights or weekends outside normal retail hours so customers do not see displays being built.

Education Requirements: High School diploma,
Two-Year Associate's degree



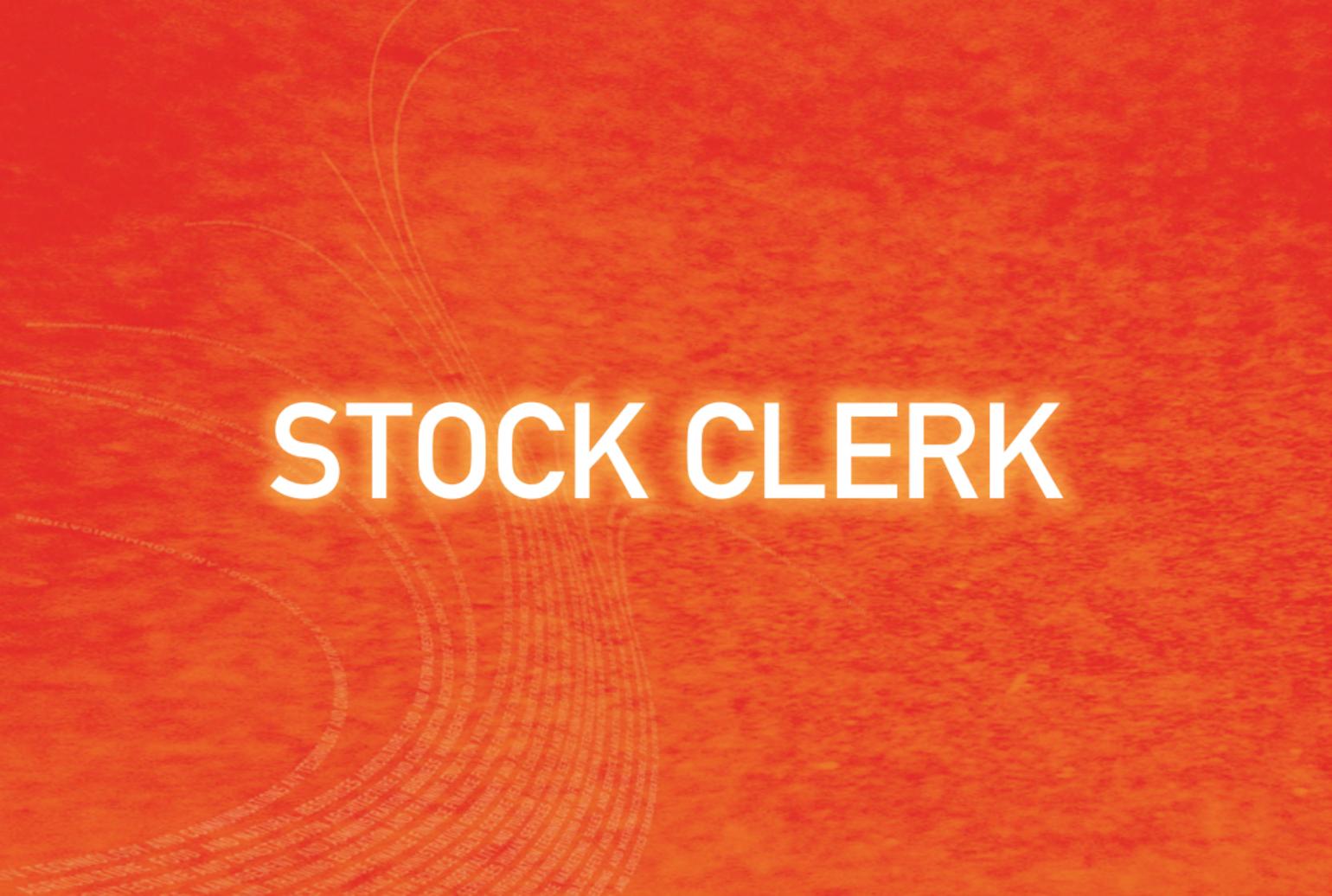
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STOCK CLERK

Stock Clerk

Stock Clerks receive, unpack, store and issue tools, supplies, equipment, material, products or food. They keep records for stockrooms and warehouses in all kinds of businesses. Stock Clerks usually work either alone or with other stock workers and report to a manager. They often help other company employees who need tools, materials and supplies. Stock Clerks are on their feet much of the time and work hard.

Education Requirements: High School diploma



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RETAIL SALESPERSON

Retail Salesperson

Retail Salespeople help customers find the items they need in the store. Salespeople must be able to talk about an item, show how it is used or show several types and colors. In addition to selling, most Retail Salespeople—like those who work in department and clothing stores—make out sales checks; receive cash, checks, debit and charge payments; bag or package what has been bought and give change and receipts.

Education Requirements: High School diploma



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RETAIL STORE SALES MANAGER

Retail Store Sales Manager

Retail Store Sales Managers plan and watch over the sales activities of retail companies, stores and departments. They are responsible for making sure that their customer's experiences with their store are good. They also keep up with how much of each item they have and what they need to order to make sure that the store does not run out of things. They are responsible for training and watching over sales floor employees and helping to keep costs low. Many Retail Store Sales Managers begin their careers on the sales floor as salespeople, cashiers or in customer service.

Education Requirements: High School diploma



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