

**3<sup>rd</sup> Grade Career Development  
Activity #14: Marketing Careers  
Estimated time 30-45 minutes**

**National Career Development Guidelines Indicators**

ED1 - Attain educational achievement and performance levels needed to reach your personal and career goals

- ED1.K7 - Recognize that your educational achievement and performance can lead to many workplace options
- ED1.K8 - Recognize that the ability to acquire and use information contributes to educational achievement and performance

ED2 - Participate in ongoing, lifelong learning experiences to enhance your ability to function effectively in a diverse and changing economy

- ED2.K3 - Recognize the importance of being an independent learner and taking responsibility for your learning

CM3 - Use accurate, current, and unbiased career information during career planning and management

- CM3.K2 - Recognize that career information includes occupational, education and training, employment, and economic information and that there is a range of career information resources available
- CM3.K4 - Identify several ways to classify occupations

CM4 - Master academic, occupational, and general employability skills in order to obtain, create, maintain, and/or advance your employment

- CM4.K4 - Recognize that many skills are transferable from one occupation to another

**Goal:**

Students will investigate careers in the **Marketing** Career Cluster.

**Objectives:**

- Understand that a career cluster is a grouping of occupations based on commonalities
- Recognize that the **Marketing** Career Cluster includes careers that aim to determine the demand for products and services, identify customers, and develop advertising to target customers.
- Investigate careers in the **Marketing** Career Cluster.

**Materials:**

- Drawing paper
- Print media examples of advertising for children's products
- Writing Materials
- Crayons, colored pencils, or markers

**Activity:**

1. “Today we’re going to learn about occupations in the **Marketing** Career Cluster. Does everyone remember what a Career Cluster is? **A career cluster is a grouping of occupations based on things they have in common.**”
2. “The **Marketing** Career Cluster includes careers that determine the demand for products and services, identify customers, and develop advertising to target customers.” *Write this on the board.*
3. *Ask the class, “Can you remember the last toy or video game you bought that you really, really wanted? What was it?” Go around the class and allow them to answer the question. “Do you remember how you first heard about it?” Allow students to answer. Possible answers: a friend had one, saw it on TV, saw it advertised in the paper or magazine or the Internet, etc.*
4. “I see, so first you had to hear about it before you decided you wanted it, right? That’s because of marketing. Let’s look at some of these products and see what we think about them.” *Show examples of print advertising to the class. Have them discuss the product: “Do you like it? Would you buy it?” Point out the words and phrases used to catch attention in the ads: “What do they make you think of? Do they make it sound inviting?” Point out the models used in the ads: “Do they look like they’re enjoying themselves?” Have the class discuss these different aspects of the ads.*
5. “All these things we’ve been talking about have to do with marketing, figuring out who your customers are and trying to reach them with information about what you have to sell. So, what do we know about how to market something to the public?” *Possible answers: identify your customers, advertise, use catchy phrases, use colorful pictures or attractive models or models who look like your customers, advertise in media your customers will read or watch or use.*
6. “Here’s your chance to apply what you know about what people with careers in marketing do.” *Distribute drawing paper. Instruct students to create an advertisement for their favorite toy or game. Ask them to get creative and to use their knowledge of marketing. Walk around the room and offer help as needed.*
7. *When students have completed the activity, have students share their advertisement with class. When all the students have shared, discuss what all the advertisements had in common. Collect the advertisements and display around the classroom.*

**Evaluation:**

Students will be evaluated on their class participation and their activity advertisements.