

**4th 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 to determine the demand for products and services, identify customers, and develop advertising to target customers.
- Investigate careers in the **Marketing** Career Cluster.

Materials:

- 4th Grade Career Development Activity –**Marketing Careers: Marketing Products and Services** handout (**Note:** Print the handout and cut into squares before class. Place the squares in a container, so students can draw one out.)
- 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. *Once students have discussed marketing strategies, tell them they’re going to have a chance to try their hand at marketing. Divide the class into pairs. Have one person from each pair come to the front of the class and draw out one of the **Marketing Careers: Marketing Products and Services** squares prepared before class.*
7. *Tell students they are going to work in pairs to create an advertisement for the product or service selected. They will work together to create an advertising poster. Tell them they’ll have to think of a name for their product or service, make up a good marketing slogan to go with it, and then create a drawing to advertise their product or service. Students should also determine who their customers are and where they will market their service.*
8. *Distribute drawing materials to student pairs and have them work together to complete the assignment. Walk around the room to answer questions and offer any help needed. Allow enough time for student groups to complete the assignment.*
9. *Once students have completed the assignment, have pairs explain their marketing concept to the class.*

Evaluation:

Students will be evaluated on their class participation and their drawings.

Handout #1

Marketing Careers: Marketing Products and Services
4th Grade Career Development: Activity #14

Print and then cut out the squares along the grid lines. Place the squares in a container for students to draw out.

Greeting cards	Pet grooming	Car washing	Dog walking
Hats	Babysitting	Grass cutting	Bicycles
Shoes	Tutoring	Jewelry	Skateboards
Housecleaning	Golf lessons	Tennis lessons	T-shirts
Trophies	Driving lessons	Sports supplies	House painting