

**5th 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:

- 5th Grade Career Development Activity –**Marketing Careers: Marketing Groups** handout
- 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 occupations that determine the demand for products and services, identify customers, and develop advertising to target customers." *Write this on the board.* "Now let's look at some products or services that might be marketed." *Write these three categories on the board: Fashion, Travel and Lodging, Sports and Events.*
3. *Point to Fashion Marketing.* "What do you think this means? What's fashion? Look around at what you're wearing. That's fashion: from hats to shirts and pants and skirts and socks and shoes and everything in between." *Write under this category: Marketing things you wear.*
4. *Point to Travel Marketing.* "What do you think this means? What's travel?" *Allow students to answer.* "What's lodging?" *Help students define it as where you stay when you're not at home.* "Okay, so travel and lodging is going on trips and having somewhere to stay." *Write under the Travel and Lodging Marketing category: Marketing services for people going on trips and needing a place to stay.*
5. *Point to Sports and Event Marketing.* "What do you think this means? What are sports?" *Allow students to answer.* "That was an easy one. But what are events?" *Allow students to answer. Help them with examples from your own community: a museum exhibit, a concert, a play, a tractor pull, Toys for Tots, fund raisers, etc.* "Okay, so this category means public entertainment or an occasion to gather to support something." *Write under the Sports and Event Marketing category: Marketing public entertainment and public gatherings to support something.*
6. *Ensure that all students understand each of the categories. Use further examples to ensure they understand. Then divide the class into three groups. Assign the first group Fashion Marketing, the second group Travel and Lodging Marketing, and the last group Sports and Event Marketing.*
7. *Tell students they are going to work together to devise a marketing plan for their particular category. Go over the definition for marketing: determining the demand for products and services and identifying customers, developing pricing strategies, and ensuring the customers are satisfied. Have groups assign a recorder for each group to write down brainstorming ideas on scratch paper. Tell students they will work together to decide what they will market in their specific category. Once student groups have decided what they are marketing, distribute the **Marketing Careers: Marketing Groups** handout.*
8. *Explain the directions and ensure students understand them. 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 individuals from each group explain their marketing concept to the class.*

Evaluation:

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

Handout #1

Marketing Careers: Marketing Groups
5th Grade Career Development: Activity #14

Work as a group to answer the following questions:

What are you marketing? Be specific!

Who will be your customers?

How will you reach your customers?

What are the prices?
