



Professional Sales and Marketing is a program of study within the **Marketing, Sales, and Service Career Cluster**. A Career Cluster is a grouping of occupations and broad industries based on commonalities. There are 16 Career Clusters.

Career clusters link what students learn in school with the knowledge and skills they need for success in college and careers. The Marketing, Sales, and Service Career Cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives.

There are seven programs of study in this cluster:

- Buying and Merchandising
- Distribution and Logistics
- E-Marketing
- Management and Entrepreneurship
- Marketing Communications and Promotion
- Marketing Information Management and Research
- Professional Sales and Marketing

Employment Outlook

An example of a job in this program of study is an **Exhibit Designer**. The job outlook for exhibit designers is good. Nationally, the number of jobs for set and exhibit designers is expected to grow through the year 2014. The outlook for these workers depends on growth in the industries that are their primary employers. The theater industry is expected to grow because the public is rediscovering the arts (Career Information System, 2007). The starting salary for exhibit designers in Texas is \$22,781 per year (Texas Workforce Commission, 2007), and the national median salary is \$37,390 (O*NET Online, 2007).

Using this brochure

Inside you will find a suggested **program of study** that has lots of helpful information. The model is an example of the types of courses and extended learning experiences that are important for the **Professional Sales and Marketing Program of Study**. Use this model to plan your course schedule, educational experiences, and career choices.

At the top of the model, you will find **career goals** with the corresponding **O*NET code**. The O*NET code is an official classification of jobs and can be used to locate career-related information. Your teacher, counselor, or media center should be able to help you locate further information.

The upper left side of the model highlights the **core courses and career-related electives** in high school that will help prepare you for your career goal. This model is based upon the Recommended High School Graduation Plan and can easily be adapted for the Distinguished Achievement High School Graduation Plan.

The upper right side of the model highlights examples of **extended learning experiences** that can enhance your knowledge and skills for your career goal. You will find examples of curricular activities, such as participation in Career and Technical Student Organizations like DECA, career learning experiences, service learning activities, and extracurricular activities.

The lower left side of the model indicates **industry licensures/certifications** and **on-the-job training experiences** that may be available while still in high school. This section also highlights the various levels of **postsecondary education** and examples of career options available to you once you have completed that level of education and training.

The lower right side of the model contains examples of **professional associations** available for marketing professionals. Many of these organizations allow preprofessional membership while enrolled in a postsecondary program. Most organizations have websites which can be easily located by entering the organization name in available search engines.



Thinking about a career as an Exhibit Designer?

The Professional Sales and Marketing program of study may be for you! Employees in this program of study make sure goods and services are sold to businesses or individuals. Exhibit designers create appealing displays to give information or attract attention. Look inside to see the suggested coursework and learning opportunities that will prepare you for an exciting and rewarding career.