

Marketing and Advertising

Career Research Digital Activity

An **ENGAGING**
Career Research Lesson

Students reflect on skills that they have that could be beneficial in this career.

GREAT activity for
Business Essentials, Marketing, or
any Career Discovery class!

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*


Introduction to Marketing & Advertising Careers

Students **DISCOVER** education needed,
INVESTIGATE technology tools often used in
Marketing and Advertising,
ASSESS what skills are needed to succeed in the
field.

Students **EVALUATE** themselves to see if they
have what it takes to make it in Marketing &
Advertising.

CAREER PATHS IN MARKETING

Click [HERE](#) to access a resource link for 9 common Marketing Careers.



Select 5 careers from the list that you would like to learn about ...

Marketing Career	List 2 things you need to do to get into this career
1	
2	
3	
4	
5	

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Highest Paid Marketing Careers

Expected Salary of the highest paid marketing careers. List the 4 that interest you...



Marketing Career	What do they do?	Expected Salary
1		
2		
3		
4		

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Skills needed in a Marketing career

CLICK [HERE](#) to access a link on 10 skills needed in a marketing career and complete the table below with your findings.



Skill	What is one thing that you learned from this skill from the resource link above?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

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you have what it takes to take on the marketing education requirements and skills needed to make a career, do you feel marketing would be a good choice for you? Why or why not?

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Great Career Discovery Lesson!

Excellent for a Sub Day, Remote Learning, or to do after testing.

Teacher Testimonials



This is a **great activity** for students to do with a sub or during distance learning.



This is a **great activity** during a sub day. It took the students a good hour to complete.



I used this to begin my semester with my Marketing students. It worked well in person and virtually. The file was so easy to follow and modify if needed. The **students enjoyed** this and were able to follow along with the instructions no problem!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

