

## Career Awareness & Exploration: Marketing



#### Information About Me

Gender (Circle One): Male Female Grade: \_\_\_\_\_

Are you part of a Military Family? (Circle One): Yes No

Race & Ethnicity (Circle any that apply):

White African-American or Black Asian

American Indian Pacific Islander Hispanic ethnicity

## Marketing Jobs

**CIRCLE** all the jobs that interest you

Advertising Sales Worker Executive Fashion Designer

Public Relations
Manager

Marketing
Research Telemarketer
Analyst

Website
Travel Agent None of these
Developer

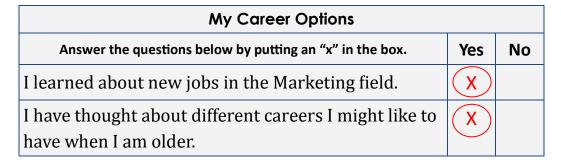
Correct answer = 1 or more jobs circled

# Marketing—What does it all mean? <u>CIRCLE</u> the correct answer for each question below.

1. The people that a company wants to sell their product to, so they create a commercial or advertisement for them.	Marketing Executive	Logo	Target Audience
2. Paid announcement for newspaper, magazine, radio, TV, or the internet that promotes a product.	Logo	Advertisement	Consumer
3. Someone who buys a good or service.	Consumer	Logo	Marketing Executive
4. Graphic or picture that represents a company.	Marketing Plan	Advertisement	Logo



### My favorite thing about 4-H is:





Buckley & Cantwell, 2014