



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—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

Marketing Jobs

CIRCLE all the jobs that interest you

Advertising Executive	Sales Worker	Fashion Designer
Public Relations Manager	Marketing Research Analyst	Telemarketer
Website Developer	Travel Agent	None of these

Correct answer = 1 or more jobs circled



My favorite thing about 4-H is:

My Career Options		
Answer the questions below by putting an "x" in the box.	Yes	No
I learned about new jobs in the Marketing field.	X	
I have thought about different careers I might like to have when I am older.	X	



THANK YOU!