People in **marketing** promote and sell services or products. Some work in advertising, public relations, marketing or sales fields. Others work as part of the wholesale or retail trade industry and supply the products to consumers. Jobs include cashiers, merchandisers and market researchers.

**Do you like**
- doing math?
- shopping?
- looking at ads in magazines and on TV or the Internet?
- conducting research?
- planning events?

**Are you**
- friendly?
- outgoing?
- persuasive?
- creative?
- able to get along with all types of people?

**Occupation Examples**

| Public Relations Specialists | Merchandise Displayers & Window Trimmers |
| Marketing Managers | Marketing Communications |
| Product/Brand Managers | Marketing Management |
| Market Research Analysts | Marketing Research |
| Product Analysts | Merchandising |
| Purchasing Agents | Professional Sales |
| Merchandisers | |
| Real Estate Sales Agents | |

**Pathways**

- Language Arts
- Computer
- Math

**Related Classes**
- Boy Scouts or Girl Scouts
- Student government
- Help with class or team fundraisers
- Help plan a school event

For more career choices, check out [www.dlr.sd.gov/lmic](http://www.dlr.sd.gov/lmic)