

## CAREER FUNNEL

---

The final section of the report, career funnel, is based on the technique coined by the US Department of Education to group similar occupations and industries. In total, there are 16 Career Clusters in the Framework, representing more than 79 Career Pathways to help students navigate their way to greater success in college and career.

As an organizing tool for curriculum design and instruction, Career Clusters provide the essential knowledge and skills for the 16 Career Clusters and their Career Pathways. It also functions as a useful guide in developing programs of study bridging secondary and postsecondary curriculum and for creating individual student plans of study for a complete range of career options. As such, it helps students discover their interests and their passions, and empowers them to choose the educational pathway that can lead to success in high school, college and career.

According to the detailed analysis, **MARKETING AND SALES** is your major career cluster. However, there are a few more clusters in which you have shown your inclination and your counselor can guide you on all the other possible options. Jobs in the marketing and sales career cluster involves product management, planning, managing, and performing wholesaling and retailing services and related distribution support services including merchandise and promotion.

### **Career Pathways in Marketing and Sales**

A career pathway is an area of concentration within a career cluster. Each pathway contains a group of careers requiring similar academic and technical skills as well as similar industry certifications or postsecondary education. The Marketing and Sales cluster has four pathways: management/entrepreneurship, merchandising and sales, promotion and public relations, and general distribution.

- **Management/Entrepreneurship:** This career pathway is made up of all managerial occupations in this career cluster, including small business entrepreneurs, managers, sales supervisors, merchandising managers, and marketing managers.
- **Merchandising and Sales:** This pathway includes career related to promoting, buying, and selling goods to the public and to businesses.
- **Promotion and Public Relations:** Workers in this pathway are responsible for ensuring that customers buy retail goods.
- **General Distribution:** This pathway covers all the jobs necessary to get goods to the right people at the right time.