

CAREER FUNNEL (Least preferred)

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.