

## CAREER FUNNEL (Least preferred)

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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.