

VIDEO SCRIPT – Education and Training Career Cluster

“What’s Your Plan – Exploring the 16 Career Clusters”

- LEAH: So, Caleb, what do you think of all this embedded marketing they’re doing in movies and TV shows?
- CALEB: Oh, when they PLANT the product on the set or in the script? It’s so bogus. I mean, like we’re supposed to believe this stuff’s really part of the show?
- LEAH: I know, it’s so obvious.
- CALEB: Especially if your eyesight’s as good as mine since I had my laser correction from Eagle Eye Laser Center.
- LEAH: Gee, I hardly noticed. Must be because of my illegally long lash mascara from MASK Cosmetics.
- CALEB: Well, you look good enough to greet our next guest. She’s a public relations professional, one of the exciting career paths in Marketing.
- LEAH: Wait, wait. I never meet anyone without refreshing my mouth with a shot of Baby Breath Fresh. Now!
- PROFESSIONAL: Hello. My name is Alisha Johnson. I want to introduce you to the “Marketing, Sales, and Service” Career Cluster. There are so many opportunities in this cluster. If you stop and think about it, marketing, sales and service are important to the success of nearly every business – in every industry!
- Nationwide, nearly half the careers in marketing are likely to be in management positions. Other careers specialize in the exciting fields of buying and merchandising, or professional sales and marketing. Other rapidly growing areas are e-marketing or distribution and logistics – often reaching markets worldwide.
- In my job at an advertising agency, I plan, manage, and perform marketing, communications and promotional activities. I handle media relations, write press releases, sales proposals, as well as organize and promote events. In addition to being a good communicator, I have to work well with people, be very organized, ethical, and meet deadlines. Initiative, creativity, and good writing skills are essential.
- If your plan includes a future in Marketing, Sales, and Service, you will have an important role in meeting customer needs and assuring the success of your company.
- CALEB: That’s so cool. Imagine helping to build big brand names that people see and use every day.
- LEAH: And it takes all kinds of professionals to make it happen. In this cluster, you can make your career in: marketing management, professional sales...
- CALEB: Marketing Communications, marketing research and merchandising.
- LEAH: Merchandising? How fun would that be?
- CALEB: Almost as much fun as this new Road Rats adventure, a rip-roaring, laugh out loud comedy coming soon to DVD.
- LEAH: Okay, that’s enough.
- CALEB: Did you get that?