

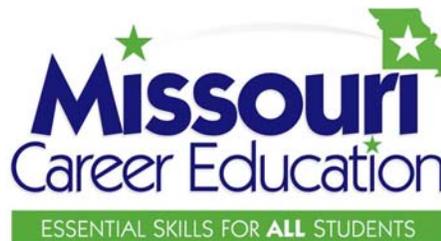
STATEWIDE VALIDATION

of
National Career Cluster Knowledge and Skills Statements
with
Suggestions to Better Prepare the Workforce of Tomorrow

*Responses Received from Online Survey of Missouri Business and Industry
Conducted November 20, 2006 through January 8, 2007*

16 Career Clusters

- *Agriculture, Food and Natural Resources*
- *Architecture and Construction*
- *Arts, Audio-Visual Technology, and Communication*
- *Business, Management and Administration*
- *Education and Training*
- *Finance*
- *Government and Public Administration*
- *Health*
- *Hospitality and Tourism*
- *Human Services*
- *Information Technology*
- *Law, Public Safety, Corrections and Security*
- *Manufacturing*
- ***Marketing, Sales and Service***
- *Science, Technology, Engineering and Mathematics*
- *Transportation, Distribution and Logistics*



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Division of Career Education
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How essential are the following knowledge and skill statements to a "foundation" in a career or continuing education in Marketing, Sales and Service? ACADEMIC:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Integrate social-studies skills into marketing, sales and service to better understand customers and the economic environment in which they function.	38% (22)	45% (26)	16% (9)	2% (1)	0% (0)	1.81
Solve mathematical problems to obtain information for decision making in marketing, sales and service.	52% (30)	45% (26)	3% (2)	0% (0)	0% (0)	1.52
Apply language arts skills to enhance business opportunities in marketing, sales and service.	69% (40)	29% (17)	2% (1)	0% (0)	0% (0)	1.33
Total Respondents						58

How essential are the following knowledge and skill statements to a foundation in a career or continuing education in Marketing, Sales and Service? COMMUNICATIONS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Use communication skills to facilitate information flow in marketing sales and service.	88% (51)	12% (7)	0% (0)	0% (0)	0% (0)	1.12
Total Respondents						58

PROBLEM SOLVING AND CRITICAL THINKING:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Apply problem-solving and critical-thinking skills to help grow the business and/or to resolve workplace conflict.	81% (47)	16% (9)	3% (2)	0% (0)	0% (0)	1.22
Total Respondents						58

TECHNICAL SKILLS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Employ technical skills to understand and perform marketing, sales, and service activities.	38% (22)	45% (26)	17% (10)	0% (0)	0% (0)	1.79
Total Respondents						58

How essential are the following knowledge and skill statements to a foundation in a career or continuing education in Marketing, Sales and Service? **INFORMATION TECHNOLOGY APPLICATIONS:**

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Apply technological tools in marketing, sales and service to expedite work flow.	43% (25)	48% (28)	9% (5)	0% (0)	0% (0)	1.66
Total Respondents						58

SYSTEMS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Implement, modify, and improve business and marketing systems to facilitate business activities.	31% (18)	57% (33)	9% (5)	0% (0)	3% (2)	1.77
Total Respondents						58

SAFETY, HEALTH AND ENVIRONMENTAL:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Implement safety, health, and environmental controls to enhance productivity in marketing, sales, and service.	19% (11)	36% (21)	36% (21)	9% (5)	0% (0)	2.34
Total Respondents						58

How essential are the following knowledge and skill statements to a foundation in a career or continuing education in Marketing, Sales and Service? **LEADERSHIP AND TEAMWORK:**

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Employ leadership and teamwork skills to facilitate work flow in marketing, sales, and service.	57% (32)	38% (21)	4% (2)	2% (1)	0% (0)	1.50
Total Respondents						56

ETHICS AND LEGAL RESPONSIBILITIES:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Exhibit ethical behavior in marketing, sales and service to create goodwill and trust.	88% (49)	12% (7)	0% (0)	0% (0)	0% (0)	1.13
Total Respondents						56

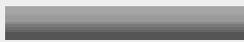
EMPLOYABILITY AND CAREER DEVELOPMENT:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Implement employability and career-development skills to obtain and progress in marketing, sales, and service careers.	40% (22)	58% (32)	2% (1)	0% (0)	0% (0)	1.62
Total Respondents						55

What other foundation skills and knowledge are essential for all careers in Sales, marketing, and Service?

Total Respondents	23
(See Comments page)	

Please select a career pathway:

		Response Percent	Response Total
Management and Entrepreneurship		37.5%	21
Professional Sales and Marketing		37.5%	21
Buying and Merchandising		1.8%	1
Marketing Communications and Promotion		12.5%	7

Marketing Information Management and Research		1.8%	1
Distribution and Logistics		1.8%	1
E-Marketing		7.1%	4
Total Respondents			56

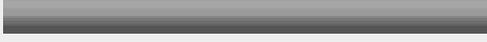
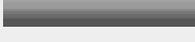
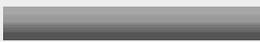
How essential are the following skills for the "Management and Entrepreneurship" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.	43% (9)	38% (8)	19% (4)	0% (0)	0% (0)	1.76
Use staffing, organizing, leading, controlling, and planning to manage business activities.	67% (14)	33% (7)	0% (0)	0% (0)	0% (0)	1.33
Implement business ethics, regulations, and safeguards to protect the business and to create trust.	80% (16)	15% (3)	5% (1)	0% (0)	0% (0)	1.25
Implement communication and interpersonal skills to manage a business operation.	90% (19)	10% (2)	0% (0)	0% (0)	0% (0)	1.10
Manage marketing activities to facilitate business development and growth.	38% (8)	62% (13)	0% (0)	0% (0)	0% (0)	1.62
Total Respondents						21

What additional skills and knowledge are essential for careers in this pathway?

Total Respondents	3
(See Comments page)	

How would you characterize your relationship to the workforce in the career pathway of Management and Entrepreneurship? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		80%	16
I supervise people who are in this career field		75%	15
I work in this career pathway.		80%	16
I have a friend or relative who works in this career field		30%	6
I have an interest in improving the quality of the workforce in this area		60%	12
I have an interest in attracting more people to this career field		40%	8
I have no professional connection with this career field		5%	1
Other (please specify)		5%	1
Total Respondents			20

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		100%	20
Return to the Marketing, Sales, and Service career cluster list to select another career pathway.		0%	0
Total Respondents			20

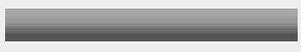
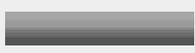
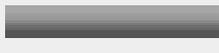
How essential are the following skills for the "Professional Sales and Marketing" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess sales-career information to enhance opportunities for career success.	46% (11)	46% (11)	8% (2)	0% (0)	0% (0)	1.63
Employ processes and techniques to sell goods/services/ideas.	63% (15)	38% (9)	0% (0)	0% (0)	0% (0)	1.38
Use staffing, organizing, leading, controlling, and planning to manage sales activities.	46% (11)	50% (12)	4% (1)	0% (0)	0% (0)	1.58
Monitor marketing information to enhance sales opportunities.	58% (14)	38% (9)	4% (1)	0% (0)	0% (0)	1.46
Total Respondents						24

What other skills and knowledge are essential for this career pathway?

Total Respondents	5
(See Comments page)	

How would you characterize your relationship to the workforce in the career pathway of Professional Sales and Marketing? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		25%	6
I supervise people who are in this career field		45.8%	11
I work in this career field		91.7%	22
I have a friend or relative who works in this career field		29.2%	7
I have an interest in improving the quality of the workforce in this area		66.7%	16
I have an interest in attracting more people to this career field		33.3%	8

I have no professional connection with this career field		0%	0
Other (please specify)		8.3%	2
Total Respondents			24

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		87%	20
Return to the Marketing, Sales, and Service career cluster list to select another pathway.		13%	3
Total Respondents			23

How essential are the following skills for the "Buying and Merchandising" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess buying and merchandising-career information to enhance opportunities for career success.	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Employ communication and interpersonal skills to facilitate interactions with others.	0% (0)	100% (1)	0% (0)	0% (0)	0% (0)	2.00
Acquire foundational knowledge of retailing to understand its scope and impact on the economy.	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Implement business ethics, regulations, and safeguards to protect the business and to create trust.	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Use leading, controlling, and planning to manage buying and merchandising activities.	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1.00

Manage marketing activities to facilitate business's development and growth.	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Total Respondents						1

What other skills and knowledge are essential for this career pathway?	
Total Respondents	0

How would you characterize your relationship to the workforce in the career pathway of Buying and Merchandising? Answer as many as applicable.			
		Response Percent	Response Total
I make hiring decisions		0%	0
I work in this career field		100%	1
I supervise people who are in this career field		0%	0
I have an interest in improving the quality of the workforce in this area		100%	1
I have an interest in attracting more people to this career field		100%	1
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		0%	0
No response		0%	0
Total Respondents			1

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		0%	0
Return to the Marketing, Sales, and Service career cluster list to select another pathway.		0%	0
Total Respondents			0

How essential are the following skills for the "Marketing Communications and Promotion" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess marketing communication and promotion career information to enhance opportunities for career success.	38% (3)	25% (2)	25% (2)	12% (1)	0% (0)	2.13
Employ communication and interpersonal skills to facilitate interactions with others.	88% (7)	0% (0)	12% (1)	0% (0)	0% (0)	1.25
Acquire foundational knowledge of marketing communication and promotion to understand its scope and impact on business.	62% (5)	38% (3)	0% (0)	0% (0)	0% (0)	1.38
Apply technological tools in the workplace to expedite workflow and to prepare professional looking materials.	38% (3)	50% (4)	12% (1)	0% (0)	0% (0)	1.75
Implement business ethics, regulations, and safeguards to protect the business and to create trust.	62% (5)	38% (3)	0% (0)	0% (0)	0% (0)	1.38
Use organizing, leading, and planning to manage marketing communication and promotion activities.	71% (5)	29% (2)	0% (0)	0% (0)	0% (0)	1.29

Manage marketing communication and promotion activities to facilitate business's development and growth and to contribute to customer satisfaction.	62% (5)	38% (3)	0% (0)	0% (0)	0% (0)	1.38
Manage marketing activities to facilitate business development and growth.	38% (3)	50% (4)	12% (1)	0% (0)	0% (0)	1.75
Total Respondents						8

What other skills and knowledge are essential for this career pathway?

Total Respondents	2
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How would you characterize your relationship to the workforce in the career pathway of Marketing Communications and Promotion? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		25%	2
I supervise people who are in this career field		37.5%	3
I work in this career field		87.5%	7
I have a friend or relative who works in this career field		0%	0
I have an interest in improving the quality of the workforce in this area		37.5%	3
I have an interest in attracting more people to this career field		25%	2
I have no professional connection with this career field		0%	0
Other (please specify)		12.5%	1
Total Respondents			8

Thank you for your responses. Please indicate what you would like to do next.

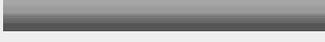
		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		100%	7
Return to the Marketing, Sales, and Service career cluster list to select another pathway.		0%	0
Total Respondents			7

How essential are the following skills for the "Marketing Information Management and Research" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess marketing information and research career information to enhance opportunities for career success.	0% (0)	100% (2)	0% (0)	0% (0)	0% (0)	2.00
Employ communication and interpersonal skills to facilitate interaction with others.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50
Acquire foundational knowledge of marketing information and research to understand its scope and impact on business.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Implement business ethics and safeguards to protect the business and to create trust.	50% (1)	0% (0)	50% (1)	0% (0)	0% (0)	2.00
Use organizing, leading, and planning to manage marketing information and research activities.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50
Manage marketing-information and research activities to facilitate business's development and growth and to contribute to customer satisfaction.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50

Manage marketing information to facilitate marketing functions.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Total Respondents						2

What other skills and knowledge are essential for this career pathway?	
Total Respondents	0

How would you characterize your relationship to the workforce in the career pathway of Marketing Information Management and Research? Answer as many as applicable.			
		Response Percent	Response Total
I make hiring decisions		0%	0
I supervise people who are in this career field		0%	0
I work in this career field		100%	2
I have a friend or relative who works in this career field		50%	1
I have an interest in improving the quality of the workforce in this area		100%	2
I have an interest in attracting more people to this career field		50%	1
I have no professional connection with this career field		0%	0
Other (please specify)		0%	0
Total Respondents			2

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		100%	1
Return to the Marketing, Sales, and Service career cluster list to select another pathway.		0%	0
Total Respondents			1

How essential are the following skills for the "Distribution and Logistics" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess distribution and logistics-career information to enhance opportunities for career success.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50
Employ communication and interpersonal skills to facilitate interactions with others.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50
Acquire foundational knowledge of distribution and logistics to understand its scope and impact on the economy.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Implement business ethics, regulations, and safeguards to protect the business and to create trust.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Use organizing, leading, controlling, and planning to manage distribution and logistics activities.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Manage distribution/logistics activities to facilitate business's development and growth and to satisfy customers.	50% (1)	50% (1)	0% (0)	0% (0)	0% (0)	1.50

Manage marketing activities to facilitate business's development and growth.	100% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Total Respondents						2

What other skills and knowledge are essential for this career pathway?

Total Respondents	0
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How would you characterize your relationship to the workforce in the career pathway of Distribution and Logistics? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		50%	1
I supervise people who are in this career field		50%	1
I work in this career field		100%	2
I have a friend or relative who works in this career field		0%	0
I have an interest in improving the quality of the workforce in this area		50%	1
I have an interest in attracting more people to this career field		50%	1
I have no professional connection with this career field		0%	0
Other (please specify)		0%	0
Total Respondents			2

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		100%	1
Return to the Marketing, Sales, and Service career cluster list to select another pathway.		0%	0
Total Respondents			1

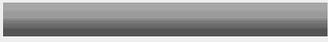
How essential are the following skills for the "E-Marketing" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Assess e-marketing career information to enhance opportunities for career success.	25% (1)	75% (3)	0% (0)	0% (0)	0% (0)	1.75
Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the	50% (2)	50% (2)	0% (0)	0% (0)	0% (0)	1.50
Implement e-business ethics, regulations, and safeguards to protect the business and to create trust.	25% (1)	50% (2)	25% (1)	0% (0)	0% (0)	2.00
Organize, control and plan work efforts to manage	75% (3)	25% (1)	0% (0)	0% (0)	0% (0)	1.25
Manage marketing activities to facilitate e-business development and growth.	50% (2)	50% (2)	0% (0)	0% (0)	0% (0)	1.50
Total Respondents						4

What other skills and knowledge are essential for this career pathway?

Total Respondents	0
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How would you characterize your relationship to the workforce in the career pathway of E-Marketing? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		25%	1
I supervise people who are in this career field		50%	2
I work in this career field		100%	4
I have a friend or relative who works in this career field		25%	1
I have an interest in improving the quality of the workforce in this area		50%	2
I have an interest in attracting more people to this career field		75%	3
I have no professional connection with this career field		0%	0
Other (please specify)		0%	0
Total Respondents			4

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey		100%	3
Return to the Marketing, Sales and Service career cluster list to select another pathway.		0%	0
Total Respondents			3

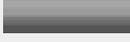
In which state do you live?

		Response Percent	Response Total
Missouri		96.2%	51
Other (please specify)		3.8%	2
Total Respondents			53

Please indicate the professional area in which you work:

		Response Percent	Response Total
Business/Industry		79.2%	42
State Agency		3.8%	2
Federal Agency		0%	0
Association/Chamber		1.9%	1
Secondary Education		0%	0
Postsecondary Education		3.8%	2
Other (please specify)		11.3%	6
Total Respondents			53

Years of work experience:

		Response Percent	Response Total
Student		0%	0
0-1		1.9%	1
2-5		1.9%	1
6-10		17%	9
11-20		22.6%	12
21-30		20.8%	11
31+		35.8%	19

Total Respondents	53

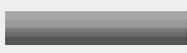
What other comments would you like to add related to career education in Missouri?

Total Respondents	9
(See Comments page)	

Would you be willing to participate in future surveys like this related to Missouri Career Education and workforce development?

		Response Percent	Response Total
Yes		51.9%	27
Maybe		32.7%	17
No		15.4%	8
Total Respondents			52

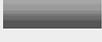
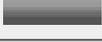
Would you be willing to serve on a local or state advisory council for the betterment of career education and workforce preparation in Missouri?

		Response Percent	Response Total
Yes		35.8%	19
Maybe		28.3%	15
No		35.8%	19
Total Respondents			53

If you indicated "yes" or "maybe" to either of the two questions above, please provide DESE your contact information (include name, company, address, telephone number, and e-mail address). This information will be used solely for the purposes described.

Total Respondents	30

Through which channel did you receive this survey?

		Response Percent	Response Total
Trade association or professional society		64.2%	34
Chamber of Commerce or industry group		1.9%	1
Business colleague		1.9%	1
e-mail from Department of Elementary and Secondary Education		15.1%	8
Educator		0%	0
Website link		0%	0
Word-of-mouth		1.9%	1
Other (please specify)		15.1%	8
Total Respondents			53

Was this survey easy to use?

		Response Percent	Response Total
Yes		96.2%	51
No		0%	0
Somewhat		1.9%	1
Comments		1.9%	1
Total Respondents			53

COMMENTS FOR MARKETING, SALES AND SERVICE:**FOUNDATION Knowledge and Skills:**

What other foundation skills and knowledge are essential for all careers in Sales, marketing, and Service?	
<u>1.</u>	In our distribution side of the business, it is beneficial to have a good understand of the geography of the area. Although there are plenty of routing systems that claim to make it easier to distribute, the ability of a human over ride is always helpful.
<u>2.</u>	All previously listed are very important. I do have a problem accepting "controls" on health, etc. Standards are necessary, but controls are overdone.
<u>3.</u>	Logic and critical thinking; Creativity
<u>4.</u>	training in self motivation skills.
<u>5.</u>	It is also very important for Students to learn the importants of working with a group. In the fields of Marketing, Sales and Service you are contantly working with other people. I know that when I was in High School it was very rare for us to work in groups, especially on projects, so when I got to College I had to teach myself.
<u>6.</u>	The ability to listen - I don't know how you would teach that, but it is so critical to really hear what the client is telling you. So often people don't do that.
<u>7.</u>	Skills are important, but useless without a good work ethic. Instilling the importance of good work stewardship, dedication, and reliability go much farther than skills that can be taught at the work place. This is the biggest problem I experience - no knowledge of, nor appreciation for a good work ethic.
<u>8.</u>	Health and positive attitude
<u>9.</u>	Ethics is essential. Knowing the market or whatever the sales item is is very important. Know your clientel and their needs.
<u>10.</u>	Honesty and responsive customer service are important.
<u>11.</u>	Must be willing to go beyond expectations to be successful. Also to keep up with the latest trends to be competitive.
<u>12.</u>	Culinary Service is very Important. Sanitation
<u>13.</u>	The ability to work with multiple personalities and being able to adapt to each type of person. A strong sense of customer satisfaction and the ability to recognize multiple individuals as being potential and future customers. The ability to organize thoughts into writing and present written goals and objectives.
<u>14.</u>	Dependability and reliability.
<u>15.</u>	Social skills,
<u>16.</u>	computer training should be more standardized and integrated into financing and abstract and title info.
<u>17.</u>	Solid work ethic. Self Starter
<u>18.</u>	Applicants lack the basic skills of ledgible penmanship, ability to make change without the use of a computer or calculator and lack understanding of how profits and cash-flow work. This must be changed at the high-school level.
<u>19.</u>	1) Work habits/deadline understanding. The most common complaint I have heard from clients in more that 45 years of marketing is the complaint that "young people have terrible work habits." 2) Command of the English language, both written and spoken, is the greatest need for those interested in a career in marketing -- and frankly, in business! The second biggest complaint from businesses concerns the inability of so many to be able to write an expository paragraph that makes sense that uses English correctly. 3) And the marketer must be able to speak the language correctly and convincingly.
<u>20.</u>	How to be at ease around people and to make others feel important. You need to be a "people" person type of personality.

<u>21.</u>	Be able to write a simple letter using proper grammar, the correct words, with a concise, effective message.
<u>22.</u>	I believe communication skills are the more important and that all careers in this area are vital to possess these skills.
<u>23.</u>	Historical perspectives of past marketing models that have worked as well as failed can be a great learning tool. Projects that involve groups of students competing to sell items or an advertising campaign can generate interest in the marketing field.

PATHWAY Knowledge and Skills:

PATHWAY – MANAGEMENT AND ENTREPRENEURSHIP

What additional skills and knowledge are essential for careers in this pathway?	
<u>1.</u>	A dedication to tasks and a teachable spirit. A teachable spirit means being willing to ask for help and then accepting the input given. Ability to network with others to provide for the strengths and knowledge you lack.
<u>2.</u>	Knowledge and application of economics
<u>3.</u>	Excellent communication skills, written and verbal. Today's applicants cannot spell without the aid of spell check. Totally unacceptable. They do not understand entrepreneurship is a slow road, no instant gratification.

PATHWAY – PROFESSIONAL SALES AND MARKETING

What other skills and knowledge are essential for this career pathway?	
<u>1.</u>	creativity & positive attitude
<u>2.</u>	Have the ability to listen and interpret the needs of your customers.
<u>3.</u>	technology
<u>4.</u>	More than anything else, most sales careers rely on your ability to sell yourself.
<u>5.</u>	Basic communication skills, both written and verbal.

PATHWAY – BUYING AND MERCHANDISING

No comments.

PATHWAY – MARKETING COMMUNICATIONS AND PROMOTION

What other skills and knowledge are essential for this career pathway?	
<u>1.</u>	See prior notes
<u>2.</u>	Creative thinking is critical.

PATHWAY – MARKETING INFORMATION MANAGEMENT AND RESEARCH

No comments.

PATHWAY – DISTRIBUTION AND LOGISTICS

No comments.

PATHWAY – E-MARKETING

No comments.

OTHER COMMENTS:

What other comments would you like to add related to career education in Missouri?	
<u>1.</u>	Focus on ethical behavior, instill good work habits, and do this early on. These traits are not usually taught nor grasped later in life, but formed early in the character development of the student.
<u>2.</u>	Learning the personality types of people to understand their thinking process. Such as the Myers-Biggs (disc) and other methods. They would gain understanding and confidence to handling situations.
<u>3.</u>	
<u>4.</u>	Business and social etiquette training
<u>5.</u>	Prepare yourself for every business opportunity so as not to miss the an opportunity which may be a one time shot. Follow up, follow up, follow up!
<u>6.</u>	The vast majority of students are NOT prepared for the real world when they start working. Balancing checkbooks, being able to calculate interest (how much something like a home REALLY cost) and cannot write clearly, spell without spell check and communicate quickly and clearly. Basic business / finance should be required to graduate high school.
<u>7.</u>	Spend some time in direct marketing -- via direct mail, magazines, and other media. In my 45 years, direct marketing was offer part of my job -- selling money, insurance, farm equipment and more -- for any marketer, there is nothing like the discipline required to sell something directly to the buyer, close the sale, collect the payment ... all in one transaction. It requires that your advertising effort is solely responsible for the sale. Direct marketing teaches everything necessary for the marketer -- and sharpens his/her skills in a way that no other marketing job can do, including direct sales.
<u>8.</u>	This is not really related to this survey, but it my belief that the entire education system is only designed to get students ready for college and if they don't go then they are a failure. I am in the health care field and I need nurse aides, housekeepers, plumbers, electricians etc, and these jobs do not require college just a good work ethic and basic skills that should be learned in high school or a tech school. This would prepare the students for life skills and make them feel important while they grow up in the education sytem. Just my soap box as a business person.
<u>9.</u>	I appreciate the interest in marketing and hope that this effort is successful.