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Career Cluster:



Marketing, Sales & Service include careers in planning, managing, and performing marketing activities to reach organizational objectives. There are seven pathways within this cluster.

North Dakota Small Towns

Introduction

There are thousands of challenging educational and training opportunities within the high-skilled world of Marketing Sales and Service. This activity will give the student an opportunity to experience the resources and opportunities that exist in the state of North Dakota in Marketing, Sales & Service. Through the lesson, students will experience several of the careers in this cluster.

Warm-Up Activity

Make the following statement to the students, “Imagine that you and two of your friends are going into food sales and that you are going to market your product to grocers in small towns in North Dakota. The three of you are going to develop a business plan which you will present to your classmates and teacher in both oral and written formats. Each of you will have to research specific areas and then compile your information in a logical manner.”

Have the group members hypothesize about the demographics of the small town grocery customers. Answer the following questions:

- Who are the customers?
- How old are they?
- Do they have any special dietary needs?

Procedure

Direct the group members to hypothesize about what already exists in small towns as food outlets for customers.

- Who shops where in a small town for groceries?
- Who spends most of their grocery money locally?
- How do franchise agreements typically work?
- Do you have to have a license or permit from the state to distribute food products?
- How do you find information about licenses and fees?

#1: The task is to research the demographics of small towns in North Dakota to determine what kind of product would be in high demand and that you will be selling to the grocers in these towns to place on their shelves. Gather information about demographics and marketing by visiting the following website:

www.bloomsburg.areacconnect.com/population.htm?s=ND

#2: This task is to research how to work with small town grocers in effective and mutually profitable business arrangements. You will also need to research the laws about franchises and any regulations, fees and legal considerations for starting up your distribution business. Gather information about government at the following website:

<http://discovernd.com/government/>

3: Your task is to work out the logistics of your business plan. This website will help you learn what a business plan is and what it should look like. Gather information about the business plan by visiting the following website:

<http://www.state.nd.us/businessreg/busplan.htm>

- How will you contact your clients, the small town grocers?
- How will you distribute your product efficiently to your clients?
- How will you help your clients, the small town grocers, promote your product in their stores?

Having reviewed the North Dakota Employer Websites (www.northdakotahasjobs.com and click on “For Job Seekers” and then “Find Jobs in North Dakota by Employer”) students will be equipped with information about North Dakota business.

Have each group interview local merchants. Students may format their interview questions on the questions listed above. A history of the store or service could also be included. The subject of the interview could be invited to the classroom to visit with the students about being involved in Marketing, Sales & Service. Student pairs could prepare and submit a feature story of their interviewee in newsprint or on power point to the class.

Direct the students to visit www.careerclusters.org, www.ndus.edu, and <http://www.state.nd.us/cte/students/> to answer the following questions:

- What high school courses would be useful to a person who wishes to pursue a career in marketing, sales and service?
- Is a college education necessary for a career in marketing, sales and service?
- Are there any colleges or technical schools in North Dakota that prepare you for such a career?
- What professional organizations could you join that would help you grow in a Marketing, Sales and Service career?

Students will present their findings/plan in a 20-minute presentation to the class. They will also provide their teacher and classmates with a hard copy of their presentation materials on CD-ROM, floppy disk or paper portfolio.

Assessment

Using the rubric format offered at www.teach-nology.com develop an assessment that includes student's ability to work together as a cooperative unit, as well as assessing the presentation.

Standards

This lesson meets the following North Dakota Social Studies Standard:

Standard 3: Economic Systems

- 8.3.1 Students will understand the principles governing economic decision making at the state, national and international level.
- 8.3.3 Students will know the various kinds of specialized institutions that Exist in market economies.

Time Frame

The process should take no longer than five classroom periods. Each class session should begin with a one to two minute update given by the students on the progress being made and problems being encountered.

By narrowing the scope of the project (i.e., having just one town with a given product or having each student on the class work independently on a particular task or developing just one element of a business plan) will reduce the amount of classroom time devoted to this project.

Resources

Demographics & Marketing - www.bloomsburg.areaconnect.com/population.htm?s=ND

Government – <http://discovernd.com/government/>

Business Plan – www.state.nd.us/businessreg/busplan.htm

TeAch-nology - www.teach-nology.com

North Dakota Has Jobs – www.northdakotahasjobs.com

Career Clusters – www.careerclusters.org

North Dakota University System – www.ndus.edu

Career and Technical Student Organizations - <http://www.state.nd.us/cte/students/>

The Cluster/Pathway Model for Marketing, Sales & Service outlines the pathways and occupations as well as the related cluster knowledge and skills. This model can be located by clicking on Career Clusters at www.imaginend.com.

Career Cluster: Marketing, Sales & Service

Planning, managing, and performing marketing activities to reach organizational objectives.

Sample Career Specialties / Occupations	Entrepreneurs Owners Small Business Owners Presidents Chief Executive Officers Principals Partners Proprietors Franchisees Independent X's (e.g., distributor) Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Inbound Call Managers Channel Sales Managers Regional Sales Managers Client Relationship Managers Business Development Managers Territory Representatives / Managers Key Account Managers National Account Managers Account Executives Sales Engineers Sales Executives Technical Sales Specialists Retail Sales Specialists (big ticket) Outside Sales Representatives Industrial Sales Representatives Manufacturer's Representatives Salespersons Field Marketing Representatives Brokers Agents Field Representatives Solutions Advisors Sales/Marketing Associates Telemarketers Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Store Managers Retail Marketing Coordinators Merchandising Managers Merchandise Buyers Operations Managers Visual Merchandise Managers Sales Managers Department Managers Sales Associates Customer Service Representatives Clerks (e.g., stock, receiving, etc.) Administrative Support Representatives (e.g. human resources, clerical, finance, technical)	Advertising Managers Public Relations Managers Public Information Directors Sales Promotion Managers Co-op Managers Trade Show Managers Circulation Managers Promotions Managers Art/Graphics Directors Creative Directors Account Executives Account Supervisors Sales Representatives Marketing Associates Media Buyers/Planners Interactive Media Specialists Analysts Contract Administrators Copywriters Research Specialists Research Assistants Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Database Managers Research Specialists / Managers Brand Managers Marketing Services Managers Customer Satisfaction Managers (Research) Project Managers CRM Managers Forecasting Managers Strategic Planners, Marketing Product Planners Planning Analysts Directors of Market Development Database Analysts Analysts Research Associates Frequency Marketing Specialists Knowledge Management Specialists Interviewers Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Warehouse Managers Materials Managers Traffic Managers Logistics Managers Transportation Managers Inventory Managers / Analysts Logistics Analysts/ Engineers Distribution Coordinators Shipping / Receiving Administrators Shipping / Receiving Clerks Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Fulfillment Managers E-Merchandising Managers E-Commerce Directors Web Site Project Managers Internet Project Directors Brand Managers Forum Managers Web Masters Web Designers Interactive Media Specialists Internet Sales Engineers Site Architects User Interface Designers On-line Market Researchers Copywriters-Designers Account Supervisors Customer Support Specialists Customer Service Representatives Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Path-ways	Management and Entrepreneurship	Professional Sales and Marketing	Buying and Merchandising	Marketing Communications and Promotion	Marketing Information Management and Research	Distribution and Logistics	E-Marketing
Cluster K&S	<p>Cluster Knowledge and Skills</p> <p>◆ Academic Foundations ◆ Communications ◆ Problem Solving and Critical Thinking ◆ Information Technology Applications ◆ Systems ◆ Safety, Health and Environmental ◆ Leadership and Teamwork ◆ Ethics and Legal Responsibilities ◆ Employability and Career Development ◆ Technical Skills</p>						