

Unit 12

Employability and Career Development

Chapter 37 Identifying Career Opportunities

Chapter 38 Finding and Applying for a Job



Chapter 37

Identifying Career Opportunities

- **Section 37.1 Define Goals**
- **Section 37.2 Careers in Marketing**

Define Goals

Key Terms

lifestyle

values

aptitude

*Occupational
Outlook
Handbook
(OOH)*

career outlook

O*NET

internship

planning goals

specific goal

realistic goal

Objectives

- Assess your goals, values, interests, skills, and aptitudes
- Appraise your personality
- Complete a career assessment
- Locate career research resources
- Develop a plan to reach your career goals

Define Goals

Graphic Organizer

Use a chart to note key aspects of the six steps in the self-assessment process.

The graphic organizer is a rectangular box with a light gray background and rounded corners. At the top, there is a green header bar with the text "The Self-Assessment Process" in bold black font. Below the header, there is a table with two columns and three rows. The first row has the text "What do I do well?" in the left column. The rest of the table is empty, with horizontal lines indicating where to write.

The Self-Assessment Process	
What do I do well?	

Choosing a Career

Choosing a career requires careful thought and preparation. This six-step process for decision making can help guide you in making career choices:

- Define your lifestyle goals
- Conduct a self-assessment

Choosing a Career

- Identify possible career choices and gather information on each
- Evaluate your choices
- Make your decision
- Plan how you will reach your goal

Define Your Lifestyle Goals

lifestyle



The kind of life a person lives.

Your **lifestyle** is the kind of life you live. Once you decide what kind of lifestyle you want, you can set lifestyle goals. Your life will be influenced by:

- Where you live
- The type of housing you have

Define Your Lifestyle Goals

- The cultural environment where you live
- Your mode of transportation
- Relationships with family and friends
- The work you do to earn a living

Conduct a Self-Assessment

values

Beliefs that guide the way people live.

A self-assessment is an important tool in making career choices.

Values ◀ are beliefs that guide the way we live. Defining your system of values by focusing on the beliefs and actions that are important to you is essential in choosing a career.

Conduct a Self-Assessment

Be sure to choose work that interests you because most people spend between thirty and forty years working. Write down the things you like to do, or take a career interest survey to chart and define your interests.

Conduct a Self-Assessment

aptitude



An ability or natural talent; the potential to learn a certain skill.

Your skills and aptitudes will help you succeed in your career.

An **aptitude** ◀ may be an ability or natural talent, or it may be the potential to learn a certain skill. Pursuing a career without having an aptitude for the required skills may be a struggle.

Conduct a Self-Assessment

Your work environment refers to the place in which you work and its conditions. You may already know some of your work environment preferences.

Do you like working with others? Are you comfortable handling interpersonal conflicts at work?

Identify Possible Career Choices and Gather Information

Occupational Outlook Handbook (OOH)



A publication that describes what workers do on the job, working conditions, the training and education needed, earnings, and expected job prospects in a wide range of occupations.

One of the publications you can find at the library is the **Occupational Outlook Handbook (OOH)** ↴, which describes:

- What workers do on the job
- Working conditions and earnings
- The training and education needed

Identify Possible Career Choices and Gather Information

career outlook

Valuable information on the number and types of jobs available in any field.

These publications give you valuable information on the number and types of jobs available in any field, known as the **career outlook** .

Professional and trade associations are also excellent sources for current information about careers in many professions.

Identify Possible Career Choices and Gather Information

O*NET, the Occupational Information Network



An online database that includes information on skills, abilities, knowledge, work activities, and interests associated with occupations.

The Internet has many resources for researching careers. One resource is **O*NET, the Occupational Information Network** ◀. It has databases that include information on skills, abilities, knowledge, and other interests associated with occupations.

Identify Possible Career Choices and Gather Information

Informational interviews with professionals in interesting careers can shed light on the challenges and benefits of certain career choices you are interested in.

Before any interview, prepare questions that you want to ask.

Identify Possible Career Choices and Gather Information

internship



Direct work experience and exposure to various aspects of a career, with or without pay.

Many students work part-time after school, on weekends, and during the summers. Another way to gain on-the-job experience is an internship. An **internship** offers students direct work experience and exposure to various aspects of a career, either with or without pay.

Evaluate Your Choices

Compare and contrast potential careers with your self-assessment by creating a personal career profile. It is helpful to begin this matching process on paper.

Evaluate Your Choices

As you evaluate potential careers, the following questions will guide you:

- Do the work values match my values?
- Will this career support my lifestyle goals?
- Do the responsibilities match my skills and aptitudes?

Evaluate Your Choices

- How suited is the job to my personality?
- Does the work environment match my needs?
- Does the career offer the work relationships I am seeking?

Develop an Action Plan and Reach Your Goal

A plan does not guarantee success, but outlining the steps that you need to follow to reach your ultimate goal will provide a path.





Formulate Planning Goals

planning goals

The small steps you take to get from where you are now to where you want to be.

specific goal

A goal stated in exact terms.

The small steps you take to get from where you are now to where you want to be are **planning goals** . The best way to make progress toward your ultimate goal is to make your planning goals specific. A **specific goal**  is stated in exact terms and includes some details.

Formulate Planning Goals

realistic goal

A goal that a person has a reasonable chance of achieving.

Planning goals must also be realistic. A **realistic goal** is one that you have a reasonable chance of achieving. The different skills and aptitudes you have will guide you in identifying both your ultimate career goal and your planning goals.

When you set your planning goals, start with your ultimate career goal, then work backward.

Professional Development

If you are planning for education and training beyond high school, consider the following:

- What is my ultimate career goal?
- What course will help me reach it?
- What education and training beyond high school is needed?

Professional Development

- How much education must I complete before I enter this career?
- Where can I get this education and training?
- How much will this education and training cost?
- How much training can I get on the job?

Outlining Your Plan

Write down all of your goals, the date that you plan to begin working toward each one, and the date you expect to reach each goal. This will help you keep on track toward your ultimate career goal, the one that turns your dream lifestyle into reality.

The slide features a red top border with a blue and yellow wavy pattern. A red banner at the top center contains the text "SECTION 37.1 REVIEW" in white. Below the banner is a large green chalkboard with a red border and gold corner fasteners. Gold decorative swirls are placed at the top and bottom corners of the chalkboard. The bottom of the slide has a white wavy border.

SECTION 37.1 REVIEW

SECTION 37.1 REVIEW

- click twice to continue -

Careers in Marketing

Key Terms

occupational
area

Objectives

- Explain the importance of marketing careers to the U.S. economy

Careers in Marketing

Graphic Organizer

In a chart like this one, write in the benefits, trends, and job levels of marketing careers.

Questions About a Marketing Career	
1.	_____
2.	Are there many jobs available?
3.	_____

Is Marketing a Career for You?

As you study marketing, you have the opportunity to evaluate marketing as a potential career. The skills you gain from your studies include:

- Writing and researching
- Communication
- Analytical skills

An Overview of Marketing Careers

Marketing provides perhaps the greatest diversity of opportunities of any career field—from purchasing merchandise, to selling ads, to steering the company as president. About 33 million Americans earn a living in marketing.

Benefits of a Marketing Career

The most obvious benefit of a career in marketing is the opportunity to make an above-average income. Positions in the field also have high visibility and there are many opportunities for corporate promotions.

Employment Trends in Marketing

The Bureau of Labor Statistics (BLS) projects that employment in marketing and sales will continue at a high level through 2012. Changes in the marketplace have created the need for more rather than fewer marketing professionals.

Marketing Occupational Areas

occupational area



A category of jobs that involve similar interests and skills.

An **occupational area** ◀ is a category of jobs that involve similar interests and skills. Focusing on one or two areas makes it much easier to find information about the career area that most interests you. There are 21 generally accepted areas or career applications in the field of marketing.

Job Levels in Marketing

Many jobs exist within each of the occupational areas of marketing. Each marketing area can be categorized according to five skill levels:

- Entry-level jobs, requiring no prior experience
- Career-sustaining jobs, which involve more decision making responsibilities

Job Levels in Marketing

- Marketing specialist employees, who must show leadership ability
- Marketing supervisors, who must have good management skills, excellent marketing skills, and the ability to make many decisions

Job Levels in Marketing

- Managers and CEOs/owners, who are at the top level and can run an entire company or a significant part of it. They must be highly skilled in a number of different areas.

The slide features a red top border with a blue and yellow wavy pattern. A red banner at the top center contains the text "SECTION 37.2 REVIEW" in white. Below the banner is a large green chalkboard area with a red border. The chalkboard is decorated with yellow spiral patterns at the top, bottom, and sides. The bottom of the slide has a white wavy border.

SECTION 37.2 REVIEW

SECTION 37.2 REVIEW

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FOCUS on KEY POINTS

Section 37.1

- Good career choices are based on a comprehensive self-assessment of values, interests, skills, aptitudes, personality, and lifestyle preferences.
- Career planning includes looking at work values, lifestyle fit, and education and training.

continued

FOCUS on KEY POINTS

Section 37.1

- Your plan of action to reach your career goal requires setting specific and realistic short- and medium-range planning goals.

continued

FOCUS on KEY POINTS

Section 37.2

- Consider the benefits, employment trends, occupational areas, and job levels in marketing.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Set personal goals.
- Assess personal interests and skills needed for success in business.
- Identify tentative occupational interest.
- Identify sources of career information.
- Demonstrate orderly and systematic behavior.



CHAPTER 37 REVIEW

CHAPTER 37 REVIEW

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