

# ELEMENTARY CAREER STUDIES

## Teacher Notes

Elementary career studies emphasize career awareness and exploration – not career choice. Career exploration at the elementary school level should allow children to become more self-aware of their skills, abilities and interests and how those traits relate to future career goals. Integrating career conversations across the curriculum allows students to connect the classroom to the real world. The goal of elementary career studies is to provide:

- equal access to career exploration
- opportunities to explore interests, abilities, values and goals
- develop the mindset that learning is lifelong for any career they pursue

### CAREER EXPLORATION CONTINUUM

#### PRIMARY GRADES

Students in kindergarten and 1st grade should be introduced to careers in their community. Students in the 2nd and 3rd grade can understand the similarities and differences between groups of careers making this an ideal time to introduce the [sixteen \(16\) career clusters](#). This organizational framework is important to future career development and understanding future career pathways. INTERMEDIATE GRADES

Rather than focusing on a career, students in the 4th and 5th grades should begin the process of self-discovery through exploring the knowledge, skills and working environments common to careers within the 16 clusters. The resource within this document, “Dig Deeper,” provides sample tasks that allow students to explore those skills and knowledge. The resource, “Is a Career in (*cluster*) for Me?” guides students to reflect to determine their interest in this cluster.

### USING THIS DOCUMENT

These activities do not constitute a curriculum, rather they provide a variety of activities to be used within the context of a career studies program that spans K-5. Resources progress by grade level from kindergarten to 5th grade and may be modified to meet student needs. For each cluster, instructional routines may include:

- **Engage** students through videos, online activities, guest speakers or hands on activities
- **Explore** by using texts from the cluster book list as read alouds or part of the classroom library
- **Extend** learning by using resources from this document in learning centers, individual work or group projects

### ACKNOWLEDGEMENTS

Special thanks is given to the [Delaware Career Resource Network](#) and the [Labor Market and Career Information \(LMCI\) department of the Texas Workforce Commission](#) for granting permission to revise and include their resources in this document.

# MARKETING

## Teacher Resource

**Note:** Careers in Marketing, Sales and Service are divided into pathways. Listed below are some of the careers found in each pathway and range from entry level to those that require post-secondary training, certificates and/or degrees. This list serves only to build educator background knowledge. Students are not introduced to career pathways until the 6th – 8th grade band.

### Marketing Management Pathway

People with careers in this pathway manage advertising, promotions, marketing, sales and public relations.

- Analyst
- Brand Manager
- Database Manager
- Research Associate
- Strategic Planner

### Professional Sales Pathway

Sales professionals work to manage clients and customers, find new sales leads and manage products or brands. They may sell to individuals or businesses.

- Account Executive
- Agent
- Broker
- Field Representative
- Regional Sales Manager

### Merchandising Pathway

Merchandising specialists work to get products in the hands of customers. This includes forecasting what customers may want, planning, buying, setting displays, selling and providing customer service.

- Customer Service Representative
- Merchandise Buyer
- Operations Manager
- Stock Clerk
- Store Manager

### Marketing Communication Pathway

Marketing professionals plan and coordinate strategies to sale products and services. They run advertising campaigns and work to ensure a positive public opinion of a product or business.

- Advertising Manager
- Arts/Graphic Director
- Copywriter
- Promotions Manager
- Public Relations Manager

### Marketing Research Pathway

Specialists in this pathway collect and analyze information to design new products and predict future sales.

- Customer Satisfaction Manager
- Database Analyst
- Forecasting Manager
- Planning Analyst
- Research Specialist

# Alphabet Letter Printing Worksheet

Practice writing each upper case and lower case letter on the lines below as shown on the sample letters. Then write the name of the occupation.



\_\_\_\_\_

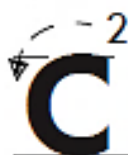
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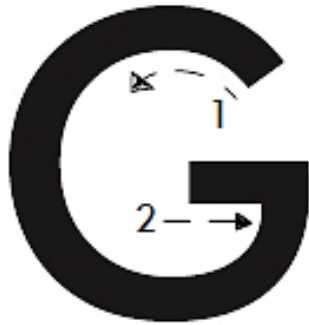
Customer Service Agent

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\_\_\_\_\_

# Alphabet Letter Printing Worksheet

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\_\_\_\_\_

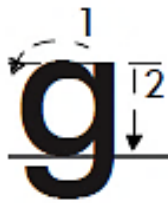
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Graphic Designer

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\_\_\_\_\_

# CASHIER



Cashiers work in stores and take money from customers purchasing items or services. They also help customers find things in stores.

## MONEY COUNTING ACTIVITY

Count the coins in the piggy bank. Write the total amount on the line below.

\_\_\_\_\_  
\$ \_\_\_\_\_  
\_\_\_\_\_



**Bonus Question:** Mary's grocery total came to \$1.76, does she have enough money to pay the bill?



# MARKETING



## ENTREPRENEUR

Entrepreneurs create, own and operate a new business. Juanita's first business was her lemonade stand.

# COUNTING MONEY ACTIVITY

Count the total amount in each group  
and write it on the line.

\$16.28  
   
 dollars cents

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

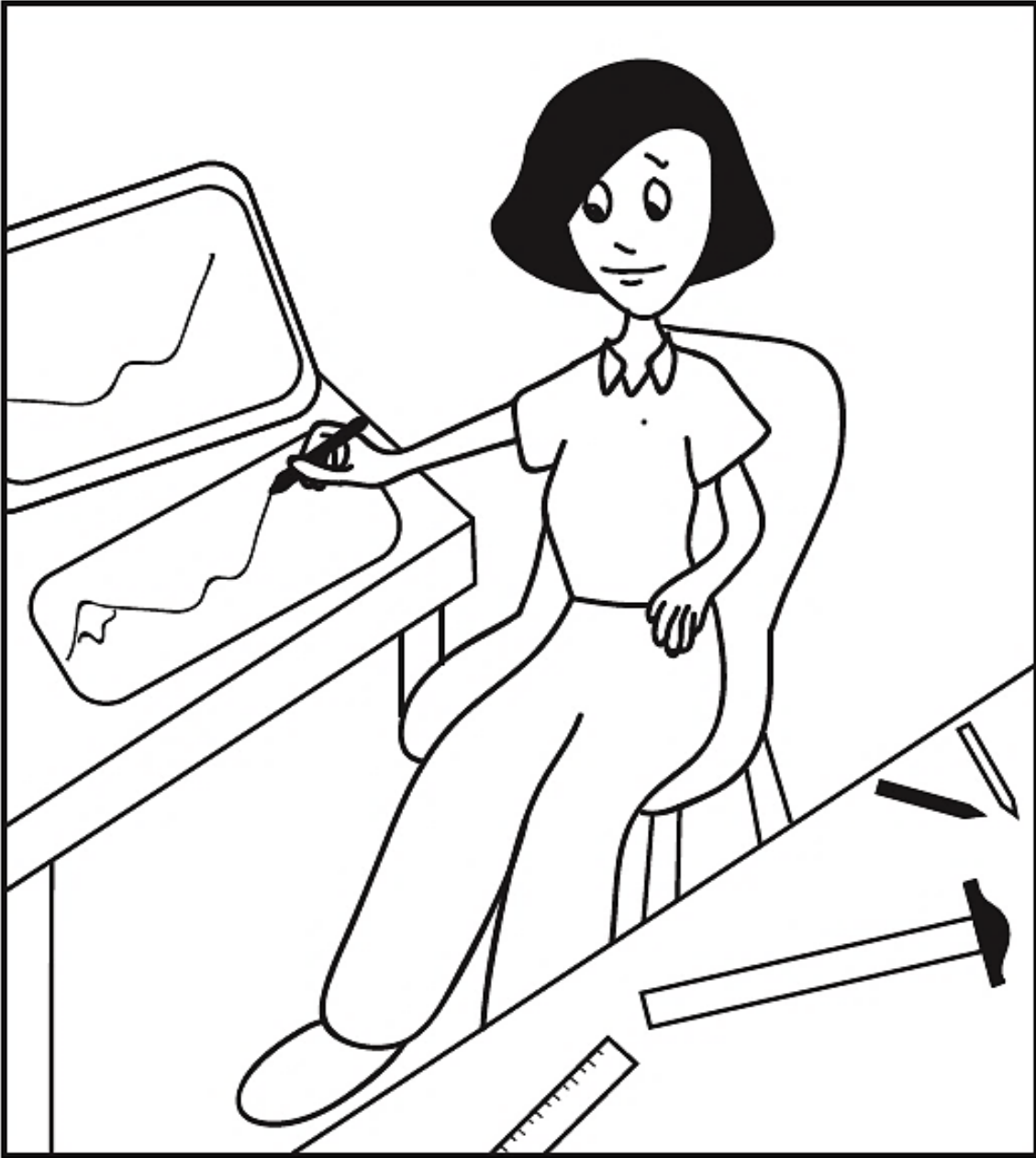
\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_



# Graphic Designer

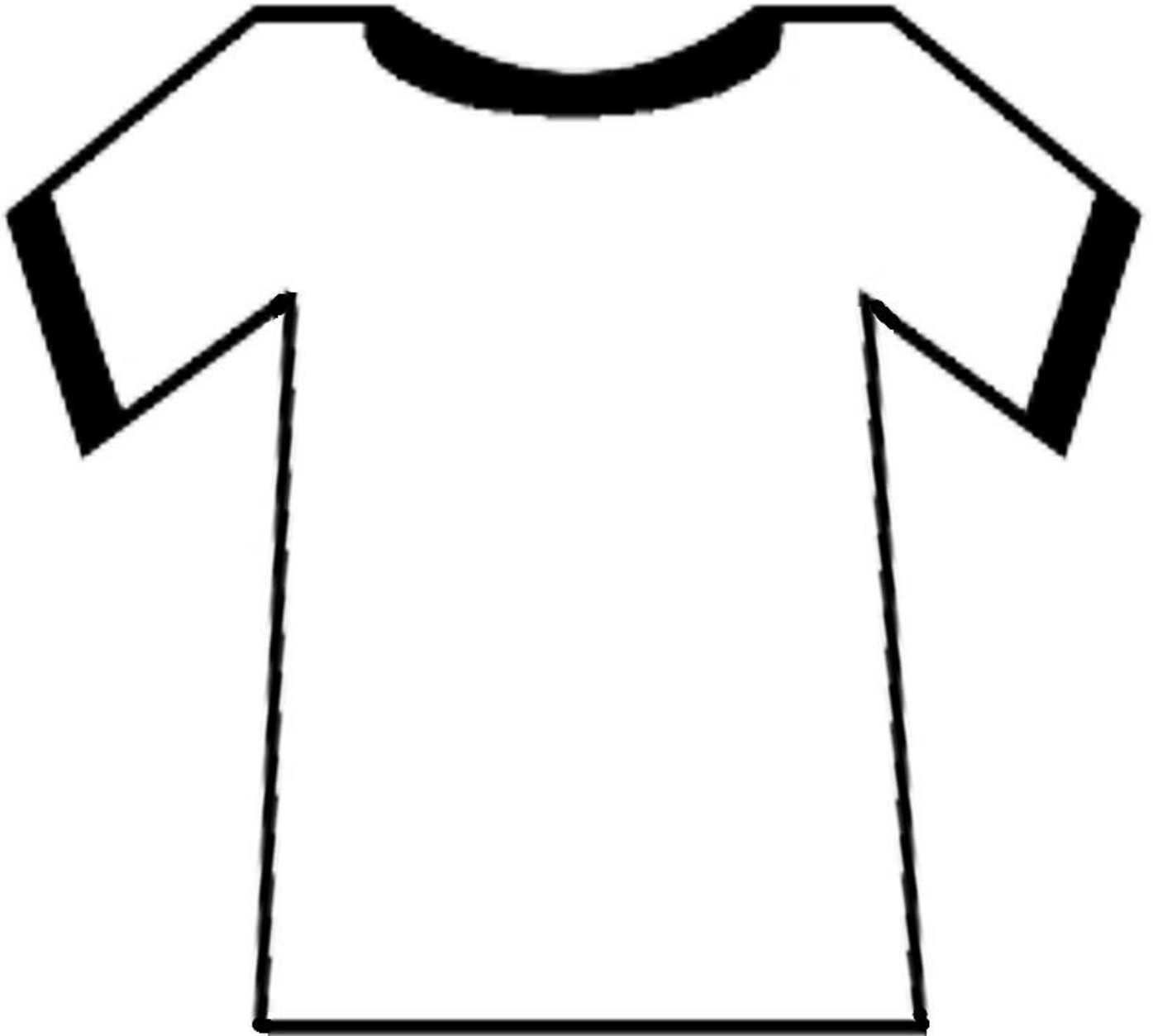


## GRAPHIC DESIGNER

Graphic Designers combine art and technology to create graphics for products, logos and websites.

# Design a T-Shirt

Design a T-shirt for a school fundraiser. How many would you need?  
How much would they cost to make? How much profit would you make  
from each one?





### Sample Careers

1. Purchasing Manager \_\_\_\_\_
  2. Cashier \_\_\_\_\_
  3. Real Estate Agent \_\_\_\_\_
  4. Hairdresser \_\_\_\_\_
  5. \_\_\_\_\_
- Can you think of another?

Careers in the Marketing, Sales & Service cluster sell products or services. People in these occupations may work in an office or spend time traveling as they sell the products made by the company for which they work. They will sometimes have to do research and figure out what people want to buy or how much they would be willing to pay for a product. You can be a sales executive, store manager, advertising manager or customer service representative and be in this career cluster.





Name \_\_\_\_\_

**Create an advertisement for your favorite toy or game.**

**Write a description for a potential customer.**

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**Who would be interested in purchasing the toy or game?**

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**Where could you share your flyer to reach the largest number of people?.**

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# Marketing, Sales and Service Careers

R	G	G	T	B	N	O	C	I	A	A	R	A	E
E	S	I	N	R	A	P	N	E	R	I	E	R	O
G	S	M	A	A	N	R	E	K	T	C	H	R	O
A	S	R	S	N	G	E	E	E	D	O	C	M	E
N	T	R	K	D	R	G	O	E	I	P	R	O	A
A	O	T	A	M	O	A	S	A	R	Y	A	A	R
M	C	R	R	A	R	N	E	D	E	W	E	A	E
E	K	E	T	N	N	A	S	C	C	R	S	N	N
R	C	K	E	A	W	M	N	T	T	I	E	A	T
O	L	O	C	G	B	S	S	N	O	T	R	L	G
T	E	R	S	E	R	E	N	E	R	E	Y	Y	A
S	R	B	Y	R	R	L	R	G	B	R	O	S	I
E	K	T	R	E	E	A	G	A	S	M	O	T	A
S	A	T	C	O	N	S	O	S	E	O	L	A	B

SALES MANAGER  
STOCK CLERK  
ART DIRECTOR  
BRAND MANAGER  
ANALYST

AGENT  
BROKER  
RESEARCHER  
STORE MANAGER  
COPYWRITER

Play online at <https://bit.ly/3eDMhLQ>



## DIG DEEPER

**Note:** These tasks serve only to generate ideas and connect real world activities to academic content. **Exploratory Tasks** may be teacher led through a class project, demonstration or assignment. **Extension Tasks** may be modified to align with ELA, math, science or social studies content through writing, determining/comparing costs, human impact, etc.

Exploratory Tasks	Extension Tasks
Conduct marketing research. Poll your classmates to determine the most popular potato chip among your classmates. Create a graph of your results.	Conduct a blind taste test between two of the most popular brands of chips. Is there a difference between the results of the poll and the taste test?
Create a class logo using your teacher's last name, e.g., Smith's Smart Cookies, Warren's Math Wizards. Include both an image and slogan.	Use a computer program to create a digital logo.
Interview a store clerk or manager to learn about customer service. What are the most common complaints or issues? How does the clerk or manager solve the problem?	Create a list of Top Five Tips for Providing Quality Customer Service. Identify personal qualities needed by employees to follow these tips.

## Is a Career in Marketing, Sales and Service for Me?

Would you be interested in a career in Marketing, Sales and Service? Below are knowledge and skill statements related to the careers in this cluster. Read each statement. Decide if this describes you by checking the Yes, No or Maybe box.

THINGS I LIKE TO DO	YES	NO	MAYBE
Shop and go to the mall			
Be in charge			
Make displays and promote ideas			
Give presentations and enjoy public speaking			
Persuade people to buy products or to join an activity			
Communicate my ideas to other people			
Take advantage of opportunities to make extra money			
PERSONAL QUALITIES THAT DESCRIBE ME	YES	NO	MAYBE
Enthusiastic			
Competitive			
Creative			
Self-motivated			
Persuasive			
SCHOOL SUBJECTS THAT INTEREST ME	YES	NO	MAYBE
Language arts			
Math			
Business education and/or marketing			
Economics			
Computer applications			

**Did you check YES most often?** If so, continue to explore careers and opportunities in this cluster. And don't forget to focus on your language arts, math and computer classes to build the academic skills you need for these careers.

**Did you check NO most often?** If so, don't worry. There are hundreds of jobs to explore in the other 15 career cluster.

**Did you check MAYBE most often?** If so, continue to explore in this cluster as well as investigating how your skills and interests may be a good match in other clusters.