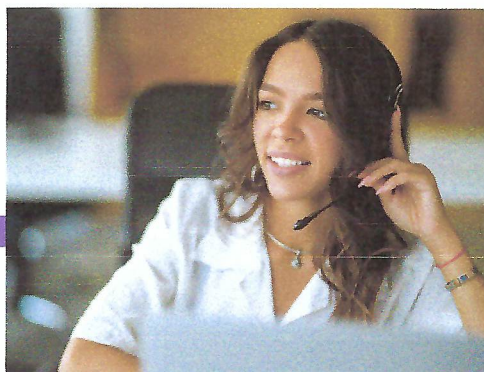


Marketing



Consider this career cluster if...

- ▶ you are good at being persuasive.
- ▶ you enjoy working with people.
- ▶ you have strong communication skills.
- ▶ you have strong math skills.
- ▶ you are creative and good with details.

A career in Marketing gives you the opportunity to sell products and services directly to customers, and/or help companies develop persuasive marketing plans. Workers in this career cluster help businesses, companies, and organizations connect with customers and achieve their sales and marketing goals.

Career Opportunities

Account manager
Advertising manager
Buyer
Customer service representative
Database administrator
Entrepreneur
Marketing manager
Real estate agent
Retail salesperson
Sales associate
Sales manager
Stock/inventory clerk
Telemarketer
Warehouse manager
Wholesale buyer

Related College Majors

Business administration	Finance
Communication	Management information systems
Consumer economics	Marketing
Customer service	Real estate
Entrepreneurship	

To see if this is a career cluster you might enjoy, consider these activities:

- ▶ Work at a concession stand.
- ▶ Help with school fundraisers.
- ▶ Work part-time in a retail store.
- ▶ Join the speech or debate team.
- ▶ Take business courses in high school.

Rate your interest in this career cluster

☐

could be a good fit for me

☐

would like to learn more

☐

not interested

Education & Training



Consider this career cluster if...

- ▶ you are good at explaining things.
- ▶ you have good public speaking skills.
- ▶ you enjoy helping others.
- ▶ you are patient, friendly, and outgoing.
- ▶ you like working with children or teenagers.

A career in Education & Training gives you the opportunity to teach, guide, and train people of all ages. Workers in this career cluster may work in a classroom, school counseling office, library, or administrative office. They may also work in businesses and corporations training employees.

Career Opportunities

Adult literacy teacher
Child care worker
Coach
College professor
Corporate trainer
Education administrator
Elementary school teacher
Fitness trainer
High school teacher
Librarian
Middle school teacher
Preschool teacher
School counselor
Special education teacher
Teacher assistant

Related College Majors

American sign language	Middle childhood education
Child development	Psychology
Early childhood education	Secondary education
Educational administration	Social work
Elementary education	Special education

To see if this is a career cluster you might enjoy, consider these activities:

- ▶ Volunteer as a tutor.
- ▶ Help coach a sports team.
- ▶ Volunteer for Big Brothers/Big Sisters.
- ▶ Join Future Teachers of America (FTA).
- ▶ Work as a library aide or student assistant.

Rate your interest in this career cluster

☐

could be a good fit for me

☐

would like to learn more

☐

not interested

Name _____

Your Thoughts About College

Going to college is a big decision. It takes money, time, dedication, and a support system to succeed. Take a few minutes to reflect on your thoughts about going to college.

Check the box that best describes how you feel about college right now.

- ☐ I definitely want to go to college.
- ☐ I think I want to go to college, but I need more information.
- ☐ I don't know if college will be right for me.
- ☐ I'd like to go to college, but I don't think I will be able to because _____
- ☐ I don't think going to college is right for me because _____

1. Why did you check the box that you did? _____

2. Do you think you could be successful in college? Why or why not? _____

3. Do you have questions about college, or is there specific information you need? _____

4. What concerns or apprehensions do you have about college or your future? _____

5. Think about the people you know who can help you and support you as you plan and prepare for your future. Write their names here. _____

THINK ABOUT A MAJOR

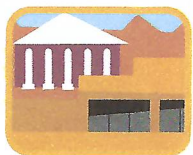


Four-Year College Majors

Students who go to a 4-year college must choose one subject to study in depth. This is their major. Since you will take almost half of your courses in your major, it's very important to choose a major you're going to enjoy and do well in.

Most colleges have a broad range of majors from which students can choose. Some of the most popular majors are listed below. If you're thinking of attending a four-year college, circle any of the majors you might want to consider.

Accounting	Criminal justice	Geology	Mathematics	Public health
Architecture	Dance	German	Mechanical	Public relations
Art	Economics	History	engineering	Religion
Biology	Electrical	Information	Music education	Secondary education
Botany	engineering	sciences	Music performance	Sociology
Business	Elementary education	International	Nursing	Spanish
Chemistry	English	relations	Physical education	Special education
Civil engineering	Environmental	Journalism	Physics	Speech pathology
Communications	studies	Management	Political science	Sports management
Computer	Finance	Management infor-	Pre-law	Theatre
engineering	French	mation systems	Pre-med	Wildlife management
Computer science	Geography	Marketing	Psychology	Zoology



Two-Year College Programs

Community colleges provide affordable, career-oriented programs that enable students to begin their careers after two years of college or less.

Some of the most popular two-year college programs are listed below. If you're thinking of attending a two-year college, circle any of the programs you might want to consider.

Accounting	Engineering technology	Occupational therapy assistant
Architectural technology	Exercise science	Office information systems
Art	Fashion design	Paramedic
Aviation technology	Fire science technology	Physical therapy assistant
Automotive technology	Food service management	Radiologic technology
Business administration	Hospitality management	Respiratory therapy
Business management	Interior design	Social work
Computer information systems	Law enforcement	Surgical technology
Court reporting	Medical assistant technology	Theatre
Dental hygiene	Nursing	Veterinary technology
Early childhood education	Paralegal	Web design

CHOOSING A COLLEGE

Choosing a college is about finding a college that's a good match for you. Your ideas will likely change over the next several years, but now is a good time to start thinking about what kind of college you would like to attend.



Type of College

Four-year colleges offer a wide variety of majors and programs. Two-year colleges offer affordable one- and two-year career programs. Students at a two-year college can also transfer to a four-year college after a year or two. What type of college do you think you might be interested in?

☐ Two-year college

☐ Four-year college

Location

Where might you want to attend college?

☐ in your home state

☐ close to nature

☐ near a big city

☐ in another state

Other _____

Campus Size

Larger colleges offer lots of majors, programs, and activities. Smaller colleges usually have smaller classes and a more personal feel.

What size college are you most interested in attending?

☐ small

☐ medium

☐ large

Your Thoughts About College

Going to college is a big decision. It takes money, time, dedication, and a support system to succeed. Take a few minutes to reflect on your thoughts about going to college. Base your answers on how you feel right now.



College?

Do you feel that you're on the path to college? Why or why not? _____

What can you do to improve your high school record this year?

What concerns or questions do you have about college, or about your future?

Have you talked to your family about your post-high school plans? ☐ yes ☐ not yet

Check the box that best describes how you feel about going to college.

☐ I definitely want to go to college and I'm doing the things I need to do.

☐ I want to go to college, but need help figuring out what to do.

☐ I don't know if college will be right for me.

☐ I'd like to go to college, but don't think I will be able to because _____

☐ I don't think going to college is right for me because _____

Name _____

Researching Potential Colleges

Choosing the right college can be a challenging decision, but there are several factors to consider that can help you make an informed choice.

Identify your priorities

Think about what factors are most important to you, such as location, type, and size of the college, as well as possible academic programs.

Location: _____

Type of college (public, private, technical, community college): _____

Size: _____

Graduation/retention rate: _____

Majors/programs offered: _____

Evaluate your financial situation

Consider the cost of attending college and determine whether any financial aid or scholarship opportunities are available to you.

Total cost of attendance: _____

Financial aid/scholarships offered: _____

Housing requirements/options: _____

Research the campus environment

You will spend a lot of your time on campus, so it's important that they offer opportunities that you are interested in.

Campus life/student organizations: _____

Sports/recreation options: _____

Campus facilities and resources: _____

Trust your instincts

Ultimately, you should choose the college that feels like the best fit for you. Consider the overall culture and student community and trust your instincts when making your decision.

How well does this college align with your academic/career goals? _____

Name _____

Making Informed Decisions About College

Choosing which college to attend is a big decision. By weighing the pros and cons of each college, considering your personal and academic priorities, and consulting with your family, friends, and advisors, you can make an informed decision.

Step 1: Determine your priorities.

Consider factors such as location, size, campus culture, cost, activities, and majors offered.

What do you want to study? _____

What kind of campus do you want to be a part of? _____

What kind of college can you afford? _____

Step 2: Research your options.

Research colleges that meet your personal and academic priorities. You can gather information from college websites, brochures, and campus visits. You can also attend college fairs and information sessions to learn more about the colleges you are considering.

As of right now, what are your three best options?

College 1: _____

College 2: _____

College 3: _____

Step 3: Evaluate the pros and cons.

Evaluate the pros and cons of each option. Think about the skills, education, and training required for each career. Consider the job outlook, salary potential, and work-life balance of each option.

College 1 pros and cons: _____

College 2 pros and cons: _____

College 3 pros and cons: _____

Step 4: Consult with your family, friends, and counselor.

Talk to those closest to you about your college options and ask for their input and advice.

Self-Compassion

Self-compassion, unlike self-esteem, is more than accepting or even liking yourself. It means being kind to yourself and treating yourself with the same compassion and love you'd treat a best friend.

Rate your self-compassion.

Yes **No**

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Do you avoid criticizing yourself when you make a mistake? |
| ☐ | ☐ | When you're stressed, do you take time to relax/recharge? |
| ☐ | ☐ | Do you accept that you're not perfect? |
| ☐ | ☐ | Are you patient with yourself when you're learning something new? |
| ☐ | ☐ | Do you treat your own feelings with the same patience and love with which you treat your best friend's feelings? |

Give yourself 1 point for every "Yes." Your Score _____

4-5 points: You're taking good care of yourself. Keep it up!

2-3 points: Try to show yourself a little more compassion.

0 - 1 point: Go easier on yourself! Treat yourself more like you'd treat a friend or family member.

Write a note to yourself.

In your note, include some kind, encouraging words—words that will lift you up and make your day better.

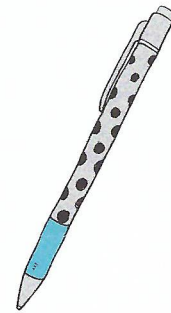
How to Prepare for College

Work hard to get the best grades possible.

The higher your grades, the more college choices you will have. *And remember, once you're in high school, everything counts! All of your courses and grades will be on the transcript that's sent to the colleges you apply to.*

In the grid below, list the courses you're currently taking. Then, in the "Grade" column, write down the highest grade you think you can earn in each course this semester.

	Course	Grade
1		
2		
3		
4		
5		
6		
7		



Think of these grades as your academic goals for this semester.

Believe in yourself, and believe that you can achieve your goals!

Be active and involved.

Colleges look for students who are engaged in meaningful activities. Get involved in school and community activities, and look for ways to develop your interests, skills, and talents.

What activities (in and out of school) are you involved in this year? _____

What skills or talents will you work on developing this year? _____

Your College To-Do List

Here are some things you can do to plan and prepare for college.



Work hard to get the best grades possible.

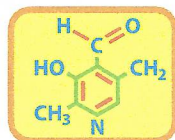
When you apply to a college, you must submit a copy of your high school transcript. Your transcript will include your GPA, all of the courses you've taken, and all of the grades you've received, beginning with ninth grade.

What is one thing you can do this year to improve your grades?



Learn about a college in your area. Visit the website, and if possible, make an informal visit. Take a walk around the college campus, go to a sporting event, or eat in the student union. If you can't visit a college in person, you may be able to take a virtual tour on the college's website or on *campustours.com*.

What college would you like to learn about? _____



Think about a major or subject you want to study.

At some point, you must choose a major (the subject you'll study in-depth). Start thinking about your interests, talents, and abilities in terms of a possible major.

What major or subject are you interested in studying? _____



Explore your college options.

Students today have a variety of education options. You can go to a two-year community or technical college, a four-year college, or a career/trade school. There are also specialty colleges, such as art, nursing, and culinary colleges. Learn all you can about the options available to you.



Meet with your counselor.

Talk to your counselor to make sure you're taking the courses you need for college. Discuss your college plans and ask questions. *Your counselor can help you make your college dreams a reality!*

Have you met with your counselor this year? _____



Be involved in activities and develop your interests. Colleges are looking for students who are active and involved in their school and community. Participate in school activities, and take time to develop your interests and talents.

What activities are you involved in this year (in and out of school)? _____

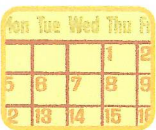


Consider taking a practice test. Some high schools offer tests to help younger students prepare for the ACT and SAT. Your counselor will have information on any tests that may be offered at your school.



Think about how you will pay for college. Have a conversation with your parents about how your education will be paid for, and about how much of the cost you will need to cover with grants, scholarships, and/or loans. Also, research college savings plans with your parents to see if they might be an option.

What are some ways you can save money for college now? _____



Make a testing plan. Consider taking the PSAT/NMSQT in October and the ACT and/or SAT in the spring of your junior year. Visit act.org (ACT) and collegeboard.org (SAT) for information.



Determine your criteria. Knowing what's important to you in a college will help you find a college that's a good fit for you.

What are you looking for in a college? _____

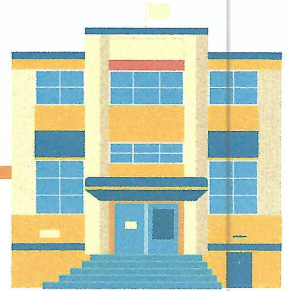


Do some research online. Once you know what is important to you, you can start doing some research online. Visit websites such as bigfuture.collegeboard.org or nces.ed.gov/collegenavigator to search for colleges that fit your criteria.

High School vs. College

As you think about going to college, it's important that you learn as much as you can about your college options—and about what you can expect as a college student.

Understanding the differences between high school and college will help you know what to expect.



Read each statement and decide if it is referring to high school or college. Circle your choice. (Answers are at the bottom of the page.)

- | | | |
|----|---------|---|
| HS | College | 1. Homework grades are often a large part of your final grade. |
| HS | College | 2. Your final grades typically depend heavily on major papers and exams. |
| HS | College | 3. Your days are scheduled and organized by others. |
| HS | College | 4. Your classes usually have 30 students or less. |
| HS | College | 5. Teachers request that you talk to them during their office hours. |
| HS | College | 6. Many teachers don't take attendance. |
| HS | College | 7. Your course selection is limited and your schedule is arranged for you. |
| HS | College | 8. Your classes can be small or have over 100 students. |
| HS | College | 9. You can usually talk to your teachers before or after class. |
| HS | College | 10. Teachers often approach you about a low grade or concern they may have. |
| HS | College | 11. Teachers keep track of your attendance carefully. |
| HS | College | 12. You organize your days and manage your own time. |
| HS | College | 13. You often have a lot of time between classes. |

1. HS 2. Col 3. HS 4. HS 5. Col 6. Col 7. HS 8. Col 9. HS 10. HS 11. HS 12. Col 13. Col

WHAT TO EXPECT IN COLLEGE

College is about more than taking classes and studying. Going to college is also about meeting new people, becoming more independent and responsible, and participating in activities you enjoy.

Three things to expect in college

Here are three things that students can expect in college.

1. You are responsible for your own academic progress.
2. There are so many things to do outside of class.
3. You have the opportunity to grow and create a better you.

Each of the following statements is an example of one of the above. Write the correct numbers (1, 2, or 3) in the lines below.

- 2 A. There are lots of clubs you can join (e.g., Frisbee, chess, photography).
- B. No one checks to see if you're going to class.
- C. You meet lots of different kinds of people.
- D. You can go to the rec center to work out, swim, take a yoga class, and more.
- E. If you need help in a class, it's up to you to reach out to your instructor.
- F. There are sports teams you can join for fun and exercise.
- G. You learn how to manage your time and your money.
- H. There are concerts, art shows, lectures, and theatre performances.
- I. You become more independent and responsible.
- J. Most of your learning is done outside of the classroom, on your own.
- K. There are sporting, art, and cultural events you can attend.
- L. You have the opportunity to take courses in a wide variety of subjects.

A. 2 B. 1 C. 3 D. 2 or 3 E. 1 F. 2 G. 3 H. 2 I. 3 J. 1 K. 2 L. 3