

Advertising/Promotions/ Marketing Manager

Snapshot

Career Cluster(s): Business, Management & Administration; Human Services; Marketing

Interests: Sales; advertising; marketing; creativity

Earnings (Yearly Average): \$135,900

Employment & Outlook: Faster Than Average Growth Expected

OVERVIEW

Sphere of Work

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members. They may work for a firm or agency or be self-employed.

Work Environment

Advertising, promotions, and marketing managers typically work in an office, and often work closely with the company's top executives. They may regularly travel to meet with clients.

Occupation Interest

Advertising, promotions, and marketing managers have a keen aptitude for what it takes to sell a product or service to



Advertising manager brainstorming ideas with his team. Photo via iStock.com/EmirMemedovski. [Used under license.]

customers, and the creativity to organize campaigns to get that message across. Often faced with deadlines, they thrive under pressure. Self-employed advertising professionals have the further drive to source their clients and build a successful business on their own.

A Day in the Life—Duties and Responsibilities

Advertising managers create interest among potential buyers of a product or service. They do this for a department, an entire organization, or on a project basis (referred to as an account). Advertising managers work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily.

Advertising managers work with sales staff and others to generate ideas for an advertising campaign. They oversee the staff that develops the advertising. They work with the finance department to prepare a budget and cost estimates for the campaign.

Duties and Responsibilities

- Working with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media
- Planning promotional campaigns such as contests, coupons, or giveaways
- Planning advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards
- Negotiating advertising contracts
- Evaluating the look and feel of websites used in campaigns or layouts, which are sketches or plans for an advertisement
- Initiating market research studies and analyzing their findings to understand customer and market opportunities for businesses
- Developing pricing strategies for products or services marketed to the target customers
- Meeting with clients to provide marketing or related advice
- Directing the hiring of advertising, promotions, and marketing staff and oversee their daily activities

Profile

Interests: Things, Data, People
Working Conditions: Both Inside and Outside
Education Needs: Bachelor's Degree
Licensure/Certification: Usually Not Required
Opportunities for Experience: Internship
Interest Score: EAC

Often, advertising managers serve as liaisons between the client and the advertising or promotion agency that develops and places the ads. In larger organizations with extensive advertising departments, different advertising managers may oversee in-house accounts and creative and media services departments.

In addition, some advertising managers specialize in a particular field or type of advertising. For example, media directors determine the way in which an advertising campaign reaches customers. They can use any or all media, including radio, television, newspapers, magazines, the Internet, and outdoor signs.

Advertising managers known as account executives manage clients' accounts, but they are not responsible for developing or supervising the creation or presentation of advertising. That task becomes the work of the creative services department.

Promotions managers direct programs that combine advertising with purchasing incentives to increase sales. Often, the programs use direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or special events to target customers. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, or contests.

Marketing managers estimate the demand for products and services that an organization and its competitors offer. They identify potential markets for the organization's products. They also develop pricing strategies to help organizations maximize their profits and market share while ensuring that the organizations' customers are satisfied. They work with sales, public relations, and product development staff. For example, a marketing manager may monitor trends that indicate the need for a new product or service. Then he or she may assist in the development of that product or service and to create a marketing plan for it.

Self-employed advertising and marketing professionals may assume one or more of these duties to maximize their appeal to clients.

WORK ENVIRONMENT

Immediate Physical Environment

Most advertising, promotions, and marketing managers work full time in an office setting. Some advertising and promotions managers work more than 40 hours per week. Because the work of advertising, promotions, and marketing managers directly affects a firm's revenue, people in these occupations typically work closely with top executives. The jobs of advertising, promotions, and marketing managers can often be stressful, particularly near deadlines. Additionally, they may travel to meet with clients or media representatives.

Human Environment

Managers in this field routinely interact with other people during their daily work. This could include team members helping to brainstorm, plan, and execute ad campaigns; clients for whom the campaigns are designed; and top executives to whom the managers answer. Self-employed advertising and marketing profes-

sionals have the added responsibility of constantly seeking out new clients—in effect, selling themselves.

Technological Environment

Advertising, promotions, and marketing managers must keep abreast of the latest advances in marketing technology, from online initiatives such as social media and websites aiding in mass-marketing campaigns, to new forms of ad space, such as video screens on bus shelters. Every technological advance has the potential to yield a memorable ad campaign in the right hands.

EDUCATION, TRAINING, AND ADVANCEMENT

High School/Secondary

Managers typically have work experience in advertising, marketing, promotions, or sales, so high school students interested in this field should focus on courses such as English, business, art and design, computer science, and math. It is also advisable to find part-time work in sales, such as a summer job to build experience, skills, and confidence.

Suggested High School Subjects

- Algebra
- Biology
- Chemistry
- Civics
- Computer Science
- Earth or Environmental Science
- Economics
- English
- Entrepreneurship
- Geometry
- History
- Physics
- Pre-Calculus
- Psychology
- Statistics
- Trigonometry

Transferable Skills and Abilities

Analytical Skills

- Analyzing industry trends to determine the most promising strategies for the organization

Communication Skills

- Communicating effectively with a broad-based team comprising of other managers or staff members during the advertising, promotions, and marketing process
- Communicating persuasively with the public

Creativity

- Generating new and imaginative ideas

Decision-making Skills

- Choosing between competing advertising and marketing strategies put forward by staff

Interpersonal Skills

- Dealing with a range of people in different roles, both inside and outside the organization

Organizational Skills

- Managing both time and budget efficiently while directing and motivating staff members

Fast Fact

Here's something you may already know from first-hand experience: 72 percent of people have creative insights in the shower. Source: fastcompany.com



Inspiration can strike anywhere, especially in the shower. Photo via iStock.com/Stacey_Newman. [Used under license.]

Related Career Pathways/Majors

Business, Management & Administration Career Cluster

- Business Information Management Pathway
- General Management Pathway

Human Services Career Cluster

- Consumer Services Pathway

Marketing Career Cluster

- Marketing Communications Pathway
- Marketing Management Pathway
- Marketing Research Pathway
- Professional Sales Pathway

Postsecondary

A bachelor's degree is required for most advertising, promotions, and marketing management positions. For advertising management positions, some employers prefer a bachelor's degree in advertising or journalism. A relevant course of study might include classes in marketing, consumer behavior, market research, sales, communication methods and technology, visual arts, art history, and photography.

Most marketing manager positions require a bachelor's degree. Courses in business law, management, economics, finance, computer science, mathematics, and statistics are advantageous. For example, courses in computer science are helpful in developing an approach to maximize online traffic, by utilizing online search results, because maximizing such traffic is critical for the success of digital advertisements and promotions. In addition, completing an internship while in school can be useful.

Related College Majors

- Advertising
- Communications
- Journalism



Conversation With...

TODD HARVEY

Co-founder and Principal
Mission Media, LLC, Baltimore, MD
Years in Field, 21

What was your individual career path in terms of education/training, entry-level job, or other significant opportunity?

Joe Loverde and I started Mission in 2000 when we were young and naïve. I was twenty-four, and Joe was twenty-seven. It was a lot of trial and error and intuition. Joe has a Bachelor of Communications from Towson University. He'd worked in a couple [of] startups; so, he had much more technical and business savvy. I was more vision and creative. We each were at a point where our jobs and career paths were changing.

I'd gone to the Baltimore School for the Arts for high school and have my Bachelor of Fine Art from the Maryland Institute College of Art. I got into set design and interned at a Christmas design shop where I met a set designer who hired me to work for his small studio. I loved set design and thought I was going to do it forever. I worked for another small studio in Washington, DC that was working on a project for the Smithsonian Institution. It was a one-year contract and when it was over, I wasn't sure what I was going to do.

Joe and I have known each other all our lives. As I was starting the idea of Mission, the company Joe had been working for as a developer was sold. It was a good time for him to jump ship, and he saw the potential of our partnership.

I learned a lot about entrepreneurship when I worked at the small art studios, and I wasn't intimidated. My bosses always showed this well, you just do it mentality. If you mess up, try again. I learned to take the high road, don't burn bridges—all those clichés—and realize you don't always know where your network will lead.

Mission's growth has always been about referrals and relationship building. We didn't set out to create an advertising and digital agency. It started as a co-operative. We had an art space and a performance space. We had a recording studio called Mission Studio. The Gallery was called Mission Space. One project led to the next, and we started hiring. The recording studio wasn't profitable and closed. Every time we shifted and pivoted, we broadened ourselves. Now we're a medium-sized agency and serve clients across the country in sports, food and beverage, and education industries. We've worked with STX, Wilson, Louisville Slugger, and

Farmer/Rancher/ Agricultural Manager

Snapshot

Career Cluster(s): Agriculture, Food & Natural Resources; Business, Management & Administration

Interests: Agriculture; business practices; being outside; working independently

Earnings (Yearly Average): \$71,160

Employment & Outlook: Decline Expected

OVERVIEW

Sphere of Work

Farmers, ranchers, and other agricultural managers grow food for personal consumption and for wholesale and retail consumers. Farmers and farm managers oversee agricultural production and financial operations at farms, nurseries, ranches, and greenhouses. Farmers, ranchers, and other agricultural managers grow crops and tend to livestock, poultry, or aquatic animals. Although specific tasks vary by type of agricultural work, all farmers and farm managers are responsible for ensuring the care of crops and animals from conception to market. Farmers often perform the hands-on labor of planting, cultivating, operating farm machinery, harvesting crops and raising animals. They also engage in the business side of the operation and may have a personal stake in the opera-



Dairy farmers must ensure the proper care of milk cows. Photo via iStock.com/torwai. [Used under license.]

tion's finances, such as having inherited it as a family business, or having built it from the ground up. As such, the manager may be involved in the marketing and selling of crops and animals, as well as hiring, training, and supervising farm staff to complete daily tasks.

Work Environment

Farmers, ranchers, and other agricultural managers work in farms, nurseries, ranches, and greenhouses that they own or lease. Farmers and farm managers do not have set work hours and instead must work until tasks are complete. Crop farm work is seasonal. During nongrowing seasons, crop farmers and farm managers focus on repairing farm machinery, planning next year's crops, and marketing and selling efforts. They also interact with financial professionals who may be involved in the operation's backing, such as lenders or investment managers, and landholders if the land is leased. Animal farmers and farm managers work steadily throughout the year to care for their livestock, poultry, and aquatic animals.

Occupation Interest

Individuals attracted to the farming profession tend to be physically strong and detail-oriented people. Successful farmers and farm managers exhibit stamina, resilience, organizational abilities, integrity and ethics, independence, and effective time management. Business acumen and familiarity with computer technology is advantageous. Farmers and farm managers should enjoy physical labor and have a strong background in agriculture and business. Entrepreneurial farmers must have a desire to steadily grow their business and turn a profit—such farms may become legacies and be passed down to future generations.

A Day in the Life—Duties and Responsibilities

Farmers and farm managers perform different daily occupational duties and responsibilities depending on their specialization and work environment. They may specialize in the production of crops, beef, poultry, pork, dairy, or aquaculture.

On crop farms, farmers and farm managers oversee activities related to the planting, tending, and harvesting of crops. These tasks may include preparing soil and managing its nutrient levels, using natural or chemical methods to eliminate

Profile

Interests: Data, People, Things, Animals

Working Conditions: Both Inside and Outside

Physical Strength: Medium Work, Heavy Work

Education Needs: On-the-Job Training, High School Diploma with Technical Education, Junior/Technical/Community College, Apprenticeship, Bachelor's Degree

Licensure/Certification: Usually Not Required

Opportunities for Experience: Internship, Apprenticeship, Volunteer Work, Part-Time Work

Interest Score: ERC

Duties and Responsibilities

- Supervising all steps of crop production or ranging, including planting, fertilizing, harvesting, and herding
- Making decisions about crops or livestock by evaluating factors such as market conditions, disease, soil conditions, and the availability of federal programs
- Choosing and buying supplies, such as seed, fertilizer, and farm machinery
- Maintaining farming equipment
- Maintaining farm facilities, such as water pipes, fences, and animal shelters
- Serving as the sales agent for crops, livestock, and dairy products
- Recording financial, tax, production, and employee information

pests, irrigating and draining fields, weather forecasting, and storing fuels and chemicals. Crop farmers and farm managers promote and sell crops to distributors and food-processing companies, retail customers in farmers markets or farm stands, or shareholders in a Community Supported Agriculture (CSA) program.

Animal farmers and farm managers oversee meat production operations. They raise beef cattle, chickens, turkeys, ducks, game birds, goats, or pigs. Animal farmers and farm managers must ensure proper breeding and birthing and feeding, housing, transportation, and slaughtering. Those who work with beef cattle and pigs medicate and vaccinate the animals as needed.

On poultry farms, they also manage the hatchery, establish egg or meat-bird production effort, adjust the lighting in poultry buildings to promote molting or egg laying, and match stock size to seasonal demand. All animal farmers and farm managers are responsible for promoting and selling meat products.

Dairy farmers and farm managers direct tasks related to the production, collection, and sale of milk. They must ensure the proper care for milk cows. These farmers and farm managers oversee the establishment of a feed storage system for corn silage, alfalfa, hay, cottonseed, and soybeans. They also supervise the construction and maintenance of a milking parlor, a milking and milk storage system, and a manure management system. Dairy farmers and farm managers promote, transport, and sell dairy products.

Aquaculture farmers and farm managers oversee aquaculture production tasks. They or their staff stock ponds or floating nets with eggs, shellfish, or juvenile fish, feed fish stock, and protect fish stock from predators and contamination. Like their meat and dairy counterparts, these farmers and farm managers are responsible for the promotion and sale of their products.

In addition, all farmers and farm managers are responsible for purchasing supplies, maintaining farm machinery, ensuring the cleanliness of farm facilities, and educating themselves about government regulations and business trends affecting their industry. Recordkeeping abilities are paramount, to ensure smooth day-to-day business operations.

OCCUPATION SPECIALTIES

Farm General Manager

Farm General Managers operate farms for corporations, cooperatives, or other owners.

Fish Farmers

Fish Farmers spawn and raise fish for commercial purposes.

Fur Farmer

Fur Farmers feed and raise mink, fox, chinchilla, rabbits, and other fur-bearing animals for sale on the fur market.

Horse Trainer

Horse Trainers train horses for riding or harness.

Livestock Rancher

Livestock Ranchers breed and raise livestock such as beef cattle, dairy cattle, goats, horses, sheep, and swine to sell meat, dairy products, wool, and hair.

Nursery Manager

Nursery Managers supervise plant nurseries that produce plants for sale to wholesale or retail customers.

Organic Farmer/Farm Manager

Organic Farmers/Farm Managers grow crops, control pests, and maintain soil health without the use, or the limited use, of synthetic fertilizers and pesticides.

Poultry Farmer

Poultry Farmers raise chickens, turkeys, or other fowl for meat or egg production.

Shellfish Grower

Shellfish Growers cultivate and harvest beds of shellfish, such as clams and oysters.

Tree-Fruit-and-Nut Crop Farmers

Tree-Fruit-And-Nut Crop Farmers plant and cultivate fruit producing trees.

Vegetable Farmers

Vegetable Farmers plan and plant vegetables according to weather, type of soil, and size and location of the farm.

WORK ENVIRONMENT

Immediate Physical Environment

Farmers and farm managers work in farms, nurseries, ranches, and greenhouses. Farming tends to be very physical and requires extensive hard labor, walking, lifting, and bending. Farmers and farm managers are at high risk for back strain, pesticide exposure, and machine accidents.

Human Environment

Farms, nurseries, ranches, and greenhouses tend to be remotely located and isolated. However, farmers and farm managers interact with farm workers, families, customers, landholders, bankers, veterinarians, and government inspectors. The amount of human interaction often depends on the scale and business model of the farm operation. If the farm is not self-owned, farm managers typically report to a farmer or corporation.

Technological Environment

In the course of their work, farmers and farm managers use farm machinery and equipment such as animal feeders, hay balers, mowers, trucks, irrigation systems, tractors, chain saws, and milking machines. In addition, farmers and farm managers use computers, Internet communication tools, accounting and farm management software, and spreadsheets to assist them with the important business tasks of farming.

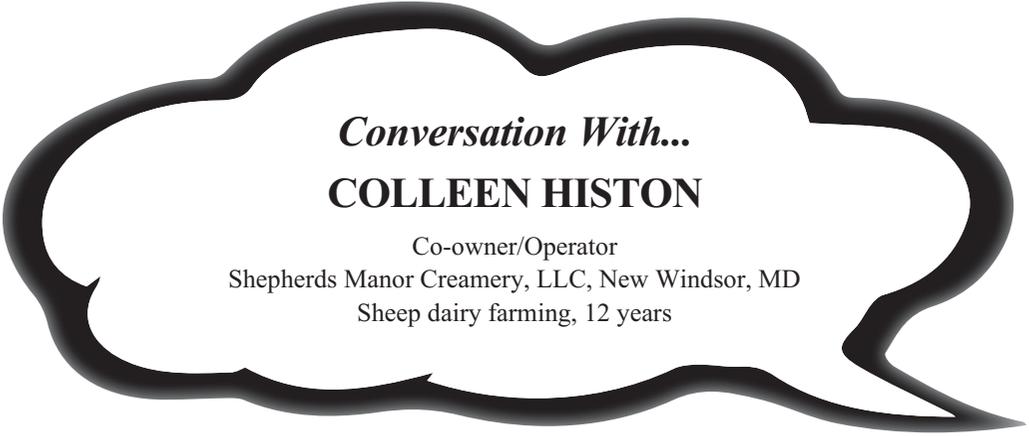
EDUCATION, TRAINING, AND ADVANCEMENT

High School/Secondary

High school-level study of mathematics, agricultural science, biology, chemistry, and business can provide a strong foundation for work as a farmer or college-level study in the field. High school students interested in this career path may benefit from internships, apprenticeships, or part-time work with local farms that expose them to the diversity and challenges of farming responsibilities. Work experience is required to reach the managerial level.

Suggested High School Subjects

- Algebra
- Biology
- Chemistry



Conversation With...
COLLEEN HISTON

Co-owner/Operator
Shepherds Manor Creamery, LLC, New Windsor, MD
Sheep dairy farming, 12 years

What was your individual career path in terms of education/training, entry-level job, or other significant opportunity?

When our children were 7 and 8 years old, my husband Michael and I moved our family from the Washington, DC suburbs to a 2 1/2 acre farm in rural Maryland. The first thing we did was enroll them in the county 4-H. My daughter had a couple of market lambs, and the next year we bought a heifer, which my son preferred. They were very active for many years and were enriched by so many wonderful experiences. Then they went off to college, and we didn't have animals for awhile.

Michael and I have always had businesses along with our regular jobs, including a cleaning business early on, an embroidery business, and then a silk-screening business. I've done wine pairing dinners, and people urged me to become a chef. A few things came together to start us down the road to operating a sheep dairy.

We started missing the people we knew from 4-H fairs in the summer, so we bought a few breeding sheep, and my daughter showed me how to fit them, which is the process of getting them ready to show. Then we visited California a couple of times and got to know a cheese monger at a farmer's market. One percent of the sheep's cheese in the United States is produced here in this country. That spurred us to start doing research into sheep dairy farming. We joined the National Dairy Sheep Association and took cheesemaking classes, including a two-week course in Vermont. Finally, we bought 50 sheep.

After making do for a couple of years with the help of friends with acreage for our sheep, we bought this 22-acre farm. Over the years, I've learned to research grants and other funding sources. We had to build a building that cost \$500,000; and if you'd told me in the beginning we would do that, I wouldn't have believed you. You have to be very aggressive to create what we've created here.

Sheep dairying is seasonal. We started milking for three months a year and now are up to seven. Michael handles the shepherding and milking side of the operation; I focus on the cheesemaking, marketing, and production side, except during lambing, when I am in the barn alongside Michael.

Private Detective/Investigator

Snapshot

Career Cluster(s): Business, Management & Administration; Law, Public Safety, Corrections & Security

Interests: Law & justice; investigation; surveillance

Earnings (Yearly Average): \$50,510

Employment & Outlook: Much Faster Than Average Growth Expected

OVERVIEW

Sphere of Work

Private detectives and investigators search for information about legal, financial, and personal matters. They offer many services, such as verifying people's backgrounds and statements, finding missing persons, and investigating computer crimes.

Work Environment

The work environment for private detectives and investigators ranges from office work, such as computer research and phone calls, to field work such as interviewing and surveillance. Private detectives and investigators often work irregular hours because they conduct surveillance and contact people outside



A private detective may conduct surveillance as part of the job, often from a hidden position. Photo via iStock.com/Andrey Popov. [Used under license.]

of normal work hours. They may work early mornings, evenings, weekends, and holidays.

Occupation Interest

Private detectives and investigators are inquisitive, highly analytical individuals who enjoy taking on challenging cases and solving real-world mysteries, at the behest of clients. They typically come from related fields such as law enforcement, the military, or intelligence, where the required skill set is honed through years of work experience.

A Day in the Life—Duties and Responsibilities

Private detectives and investigators offer many services for individuals, attorneys, and businesses. Examples include performing background checks, investigating employees for possible theft from a company, proving or disproving infidelity in a divorce case, and helping to locate a missing person.

Private detectives and investigators use a variety of tools when researching the facts in a case. Much of their work is done with a computer, allowing them to obtain information such as telephone numbers, details about social networks, descriptions of online activities, and records of a person's prior arrests. They make phone calls to verify facts and interview people when conducting a background investigation.

Detectives also conduct surveillance when investigating a case. They may watch locations, such as a person's home or office, often from a hidden position. Using cameras and binoculars, detectives gather information on people of interest.

Detectives and investigators must be mindful of the law when conducting investi-

Duties and Responsibilities

- Interviewing people to gather information
- Searching online, public, and court records to uncover clues
- Conducting surveillance
- Collecting evidence for clients
- Checking for civil judgments and criminal history

Profile

Interests: People, Data, Things

Working Conditions: Both Inside and Outside

Physical Strength: Medium Work

Education Needs: On-the-Job Training, High School Diploma with Work Experience

Licensure/Certification: Varies By State

Opportunities for Experience: On-The-Job Training

Interest Score: EC

gations. Because they lack police authority, their work must be done with the same authority as a private citizen. As a result, detectives and investigators must have a good understanding of federal, state, and local laws, such as privacy laws, and other legal issues affecting their work. Otherwise, evidence they collect may not be useable in court, and they could face prosecution.

OCCUPATION SPECIALTIES

Skip Tracer

Skip tracers specialize in locating people whose whereabouts are unknown. For example, debt collectors may employ them to locate people who have unpaid bills.

WORK ENVIRONMENT

Immediate Physical Environment

Private detectives and investigators work in many environments, depending on the case. Some spend more time in offices, researching cases on computers and making phone calls. Others spend more time in the field, conducting interviews or performing surveillance. In addition, private detectives and investigators may have to work outdoors or from a vehicle, in all kinds of weather, to obtain the information their client needs.

Human Environment

Although investigators often work alone, some work with others while conducting surveillance or executing large, complicated assignments. Some may also choose to employ a team of investigators. Investigators must be comfortable dealing with clients and members of the public, sometimes in highly stressful situations. They may also need to deal professionally with the police and give evidence in court.

Technological Environment

Private detectives and investigators must be able to use all tools at their disposal for solving cases, including standard computer software, databases, and a familiarity with social media and the Internet. Sophisticated camera equipment may also be required, as well as standard field tools such as binoculars. Private detectives and investigators should ideally have their own mode of transportation because travel is often required. On the business end, investigators who run their own firms must be familiar with standard software such as accounting and payroll.

EDUCATION, TRAINING, AND ADVANCEMENT

High School/Secondary

Education requirements vary greatly with the job, but most jobs require a high school diploma. Students with an interest in this line of work should prepare as though for a career in law enforcement, with courses such as English, civics, history, psychology, and sociology.

Suggested High School Subjects

- Algebra
- Biology
- Chemistry
- Civics
- Earth or Life or Physical Science
- Economics
- English
- Forensic Science
- Geometry
- History
- Physics
- Psychology
- Sociology
- Statistics

Related Career Pathways/Majors

*Business, Management & Administration
Career Cluster*

- General Management Pathway

Law, Public Safety, Corrections & Security Career Cluster

- Law Enforcement Services Pathway
- Security & Protective Services Pathway

Postsecondary

Some jobs may require a 2- or 4-year degree in a field such as criminal justice.

Private detectives and investigators must typically have previous work experience, usually in law enforcement, the military, or federal intelligence, each with its own educational requirements. Those in such related jobs, who retire after 20 or 25 years of service, may become private detectives or investigators in a second career.

Transferable Skills and Abilities

Communication Skills

- Listening carefully and asking appropriate questions when interviewing a person of interest

Decision-making Skills

- Thinking on one's feet and making quick decisions, based on the limited information that they have at a given time

Inquisitiveness

- Wanting to ask questions and search for the truth

Patience

- Spending long periods conducting surveillance while waiting for an event to occur
- Investigating cases may take a long time, and they may not provide a resolution quickly—or at all

Resourcefulness

- Working persistently with whatever leads are available, no matter how limited, to determine the next step toward their goal
- Anticipating what a person of interest will do next

Other private detectives and investigators may have previously worked as bill and account collectors, claims adjusters, paralegals, or process servers.

Related College Majors

- Criminal Justice/Police Science
- Cultural/Archaeological Resources Protection
- Cyber/Computer Forensics and Counterterrorism
- Financial Forensics & Fraud Investigation
- Law Enforcement Recordkeeping and Evidence Management
- Maritime Law Enforcement
- Protective Services Operations

Professional Certification and Licensure

Most states require private detectives and investigators to have a license. Check with your state for more information; Professional Investigator Magazine has links to most states' licensing requirements. Because laws often change, jobseekers should verify the licensing laws related to private investigators with the state and locality in which they want to work.

Candidates may also obtain certification, although it is not required for employment. Still, becoming certified through professional organizations can demonstrate competence and may help candidates advance in their careers.

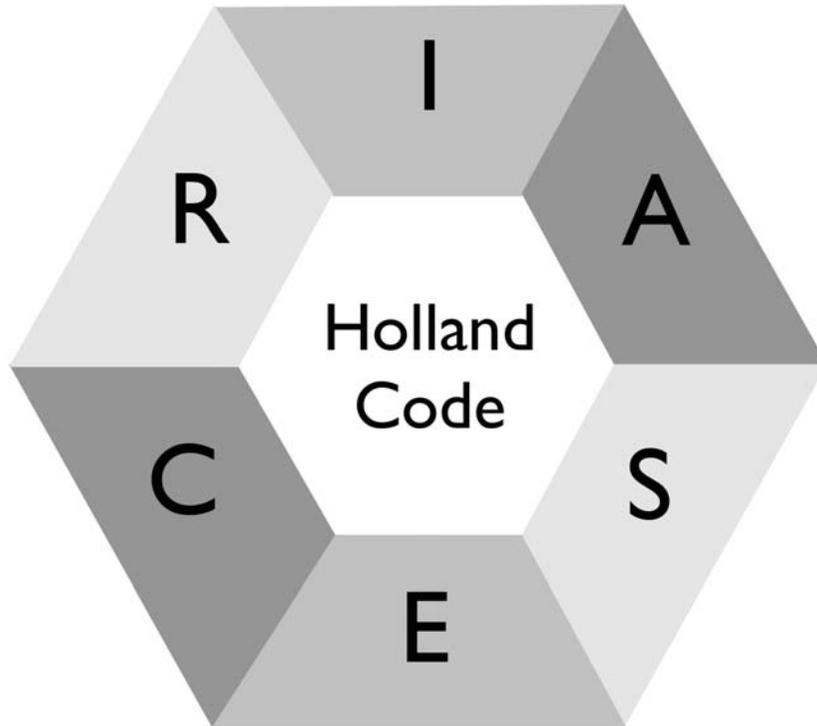
For investigators who specialize in negligence or criminal defense investigation, the National Association of Legal Investigators (NALI) offers the Certified Legal Investigator (CLI) certification. For other investigators, the American Society for Industrial Security (ASIS) International offers the Professional Certified Investigator certification.

Additional Requirements

Most private detectives and investigators learn through on-the-job training, typically lasting between several months and a year.

Although new investigators must learn how to gather information, additional training depends on the type of firm that hires them. For example, investigators may learn to conduct remote surveillance, reconstruct accident scenes, or investigate insurance fraud. Corporate investigators hired by large companies may receive formal training in business practices, management structure, and various finance-related topics.

What Are Your Career Interests?



This is based on Dr. John Holland's theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages.

Different people's personalities may find different environments more to their liking. While you may have some interests in and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your "Holland Code." For example, with a code of "RES" you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are the types

you resemble least of all.

Most people, and most jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment.

The rest of the pages in this booklet further explain each type and provide some examples of career possibilities, areas of study at MU, and co-curricular activities for each code. To take a more in-depth look at your Holland Code, take a self-assessment such as the SDS, Discover, or a card sort at the MU Career Center with a Career Specialist.

Realistic (*Doers*)

People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.

Are you?

practical
straightforward/frank
mechanically inclined
stable
concrete
reserved
self-controlled

independent
ambitious
systematic

Can you?
fix electrical things
solve electrical problems
pitch a tent
play a sport
read a blueprint
plant a garden
operate tools and machine

Like to?

tinker with machines/vehicles
work outdoors
be physically active
use your hands
build things
tend/train animals
work on electronic equipment

Career Possibilities (Holland Code):

Air Traffic Controller (SER)
Archaeologist (IRE)
Athletic Trainer (SRE)
Cartographer (IRE)
Commercial Airline Pilot (RIE)
Commercial Drafter (IRE)
Corrections Officer (SER)

Dental Technician (REI)
Farm Manager (ESR)
Fish and Game Warden (RES)
Floral Designer (RAE)
Forester (RIS)
Geodetic Surveyor (IRE)
Industrial Arts Teacher (IER)

Laboratory Technician (RIE)
Landscape Architect (AIR)
Mechanical Engineer (RIS)
Optician (REI)
Petroleum Geologist (RIE)
Police Officer (SER)
Practical Nurse (SER)

Property Manager (ESR)
Recreation Manager (SER)
Service Manager (ERS)
Software Technician (RCI)
Ultrasound Technologist (RSI)
Vocational Rehabilitation
Consultant (ESR)

Investigative (*Thinkers*)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

Are you?

inquisitive
analytical
scientific
observant/precise
scholarly
cautious

intellectually self-confident
Independent
logical
complex
Curious

Can you?

think abstractly
solve math problems
understand scientific theories
do complex calculations
use a microscope or computer
interpret formulas

Like to?

explore a variety of ideas
work independently
perform lab experiments
deal with abstractions
do research
be challenged

Career Possibilities (Holland Code):

Actuary (ISE)
Agronomist (IRS)
Anesthesiologist (IRS)
Anthropologist (IRE)
Archaeologist (IRE)
Biochemist (IRS)
Biologist (ISR)

Chemical Engineer (IRE)
Chemist (IRE)
Computer Systems Analyst (IER)
Dentist (ISR)
Ecologist (IRE)
Economist (IAS)
Electrical Engineer (IRE)

Geologist (IRE)
Horticulturist (IRS)
Mathematician (IER)
Medical Technologist (ISA)
Meteorologist (IRS)
Nurse Practitioner (ISA)
Pharmacist (IES)

Physician, General Practice (ISE)
Psychologist (IES)
Research Analyst (IRC)
Statistician (IRE)
Surgeon (IRA)
Technical Writer (IRS)
Veterinarian (IRS)

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LIST OF ORGANIZATIONS & RESOURCES

Accreditation Board for Engineering and Technology, Inc. (ABET)

415 North Charles Street
Baltimore, MD 21201
410.347.7700
www.abet.org

Academy of Prosocial Learning (APL)

860.262.1807
info@prosocialacademy.org
www.prosocialacademy.org

Accrediting Commission for Community & Precollegiate Arts Schools (ACCPAS)

11250 Roger Bacon Drive, Suite 21
Reston, VA 20190-5248
703.437.0700
info@arts-accredit.org
accpas.arts-accredit.org

Advance CTE: State Leaders Connecting Learning to Work

8484 Georgia Avenue, Suite 620
Silver Spring MD 20910
301.588.9630
careertech.org

AIB International

P.O. Box 3999
1213 Bakers Way
Manhattan, KS 66505-3999
www.aibinternational.com

American Academy of Healthcare Interior Designers (AAHID)

8735 W. Higgins Road, Suite 300
Chicago, IL 60631
847.375.6870
info@aahid.org
aahid.org

American Advertising Federation (AAF)

1101 K Street NW, Suite 420
Washington DC 20005
202.898.0089
www.aaf.org

American Apparel & Footwear Association (AAFA)

740 6th Street NW, 3rd and 4th Floors
Washington, DC 20001
202.853.9080
www.aafaglobal.org

American Association for Laboratory Animal Science (AALAS)

9190 Crestwyn Hills Drive
Memphis, TN 38125
901.754.8620
info@aalas.org
www.aalas.org
Offers testing and certification for animal technicians
www.aalas.org/certification/technician-certification

American Association of Advertising Agencies (4A's)

1065 Avenue of the Americas, 16th Floor
New York, NY 10018
212.682.2500
www.aaaa.org

American Association of Engineering Societies (AAES)

1801 Alexander Bell Drive
Reston, VA 20191
202.296.2237
orders@aaes.org
www.aaes.org

American Association of Woodturners (AAW)

75 W 5th Street, 222 Landmark Center
St. Paul, MN 55102
877.595.9094
memberservices@woodturner.org
www.woodturner.org

American Bakers Association (ABA)

601 Pennsylvania Avenue NW, Suite 230
Washington, DC 20004
202.789.0300
info@AmericanBakers.org
americanbakers.org

American Bankers Association (ABA)

1120 Connecticut Avenue NW
Washington, DC 20036
800.226.5377
www.aba.com

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