## Career Pathways:
### Marketing, Advertising, Sales & Service

Identify the options that most interest you and use the keywords as a basis for your online career research. Examples: Enter “Careers in Account Planning” or “Video Production Careers”

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sales/Marketing</th>
<th>Marketing Communications</th>
<th>Marketing Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Management</td>
<td>Business Development</td>
<td>Content Writing</td>
<td>Consumer/Buyer Behavior</td>
</tr>
<tr>
<td>Account Planning</td>
<td>Business-to-Business Marketing</td>
<td>Copy Writing/Editing</td>
<td>Market Analysis</td>
</tr>
<tr>
<td>Advertising/Creative Design</td>
<td>Channel Marketing</td>
<td>Event Coordination/Marketing</td>
<td>Packaging</td>
</tr>
<tr>
<td>Animation</td>
<td>Contract Management</td>
<td>Planning/Scheduling/Traffic Coordination</td>
<td>Product Innovation/Development</td>
</tr>
<tr>
<td>Brand Management</td>
<td>E-Marketing/Digital Marketing</td>
<td>Photography</td>
<td>Research &amp; Development</td>
</tr>
<tr>
<td>Digital Media &amp; Communication</td>
<td>Event Marketing/Promotion</td>
<td>Project Management</td>
<td>SEO/Analytics</td>
</tr>
<tr>
<td>Illustration/Design</td>
<td>Global Marketing</td>
<td>Technical Writing</td>
<td>Survey Research</td>
</tr>
<tr>
<td>Media/Creative Sales</td>
<td>Logistics</td>
<td>Web Development/Design</td>
<td>Brand Insights</td>
</tr>
<tr>
<td>Motion Design</td>
<td>Market Analysis</td>
<td>Corporate Communications</td>
<td>Business Intelligence</td>
</tr>
<tr>
<td>Multimedia Design</td>
<td>Media Sales</td>
<td>Marketing Communications</td>
<td>Consumer &amp; Demographic Insights</td>
</tr>
<tr>
<td>Photography</td>
<td>Public Relations</td>
<td>Marketing Communications Management</td>
<td>Market Research</td>
</tr>
<tr>
<td>Social Media Management</td>
<td>Retail Management</td>
<td>Media Relations</td>
<td>Media Research</td>
</tr>
<tr>
<td>Video Production &amp; Story-telling</td>
<td>Sales Management</td>
<td></td>
<td>Merchandising</td>
</tr>
<tr>
<td>Web Development/Design</td>
<td>SEO/Analytics</td>
<td></td>
<td>Qualitative Research</td>
</tr>
<tr>
<td>Content Writing</td>
<td>Project Management</td>
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</tr>
</tbody>
</table>
## Career Pathways in Art, Dance, Design, Film, Music & Video

Identify the options that most interest you and use the keywords as a basis for your online career research.

Examples: Enter “Careers in Video Production” or “Textile Design Careers”

### Art
- Art Auctioneer
- Art Collection
- Art Conservation/Restoration
- Art Criticism
- Art Curation
- Art Direction
- Art Education
- Art History
- Art History/Museums
- Art Sales
- Art Therapy
- Art Tourism
- Ceramics Artist
- Docent Coordination
- Expressive Arts Therapy
- Fundraising for Arts
- Furniture Design
- Gallery Management
- Glass Art
- Illustration
- Jeweler/Stone and Model Art
- Painting/Muralist
- Photography
- Printmaking
- Sculpture Art
- Typography
- Woodworking

### Dance
- Ballet
- Belly Dance
- Choreography
- Dance Direction
- Dance Education
- Dance History
- Dance Instruction/Self-Enrichment
- Dance Theraphy
- Freelance Dance
- Hip-Hop
- Jazz
- Latinx Dance
- Modern Dance
- Performing/Solo Artist
- Theatre Dance
- Tap Dance
- Tour/Company Management

### Design/Video
- 2D, 3D & 4D Product Design
- Animation
- Clothing/Textiles Design
- Creative Design/Art Direction
- Digital Imaging/Editing
- Digital Media Production
- Exhibition Design
- Fashion Design
- Game Design/Development
- Graphic Design
- Illustration/Design
- Interior Design
- Lighting Design
- Motion Design
- Multimedia Design
- Product Design/Development
- Set and Stage Design
- Sound Technology/Engineering
- Stylists/Personal Styling
- Textile Design
- Video Production/Design
- Video Storytelling
- Visual Merchandising Design
- Web Design
- Wedding/Special Events Design

### Film/Theatre
- Acting
- Directing
- Campera Operations
- Casting
- Copy writing
- Creative Directing
- Creative Writing
- Digital Imaging/Editing
- Digital Media Production
- Film Criticism
- Film Communication/Marketing
- Film Editing
- Film/Theatre Education
- Film Library
- Film Marketing
- Jingle writing
- Market Research
- Media Buying/Sales
- Music Production
- Photography
- Planning & Scheduling
- Production/Post Production
- Public/Community Relations
- Screenplay writing
- Script Writing/Writing
- Social Media
- Stage/Lighting Design
- Story Boarding

### Music/Performing Arts
- Artist Management/Booking Agent
- Artist and Repertoire (A & R)
- Audio Production
- Business Management
- Choreography
- Film Music
- Instrument Repair/Restoration
- Marketing/Consumer Insight
- Music Collections/Library
- Music Composing
- Music Direction
- Music Editing
- Music Education
- Music History/Historian
- Music Journalism/Writing
- Music/Entertainment Law
- Music Instruction/Self-Enrichment
- Music Licensuring
- Music Performance
- Music Production
- Music Photography
- Music Promotions & Sales
- Music Publishing
- Music Therapy
- Music Social
- Media/Podcasting/Blogging
- Musicalogy
- Tour/Company Management