



Is this the right cluster for you? Take this quiz to find out. Answer “yes” or “no” to the following questions.

Do you like to look at ads in magazines and on TV and the Internet?

Have you ever dreamed up and started a business or a band?

Are you outgoing and a “people person”?

Do you enjoy trying to persuade friends to see things your way?

Do you like speaking in front of a group?

Have you raised money for a club by selling cookies or candy bars?

Do you get good grades in math classes?

Do you enjoy doing research?

Do you like organizing events such as parties?

Have you worked on your high school newspaper or yearbook?

If you answered “yes” to five or more of the above questions, this may be the right cluster for you.

Ask your guidance counselor which High School Courses and/or GCC Dual- Credit Courses you need to take in order to get started towards a future high demand– high wage occupation!



Grayson County College

6101 Grayson Drive
Denison, Texas 75020
www.grayson.edu

This career cluster falls under John Holland's Personality Types:

Artistic

Likes to do creative activities like art, drama, crafts, dance, music, or creative writing; generally avoids highly ordered or repetitive activities; Has good artistic abilities -- in creative writing, drama, crafts, music, or art; Values the creative arts -- like drama, music, art, or the works of creative writers; and Sees self as expressive, original, and independent.

Enterprising

- Likes to lead and persuade people, and to sell things and ideas; generally avoids activities that require careful observation and scientific, analytical thinking;
- Is good at leading people and selling things or ideas;
- Values success in politics, leadership, or business; and Sees self as energetic, ambitious, and sociable.



CAREER CLUSTERS

Connecting Education
with Your Future!



Planning, managing, and performing marketing activities to reach organizational objectives .

Building a career in the booming field of Marketing, Sales & Service starts with selling you. Your resume is like an advertisement telling your story clearly and compellingly by detailing the education, experience, and skills you have that qualify you for the job. If you want to learn how to package yourself for success, sell any type of product or service, or serve all kinds of customers, then Marketing, Sales & Service may be the right cluster for you.





Cluster Knowledge & Skills

Reading Comprehension — Understanding written sentences and paragraphs in work-related documents.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Speaking — Talking to others to convey information effectively.

Persuasion — Persuading others to change their minds or behavior.

Time Management — Managing one's own time and the time of others.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Administrative & Information Support

Chief Executive 145K+
Administrative Services Mgr. 65K+
Database Administrator 54K+
Accountant 59K+

Certificates
Computer Entrepreneur, Office Support Certification, Instructional Media Technician, Webmaster Assistant Advanced Skills

Degrees
AS Math, AS Computer Science & Information, AAS Accounting, AAS Computer Software & Systems, AAS Office and Computer Technology

Buying, Merchandising & E-Marketing

Job Analysis Specialist 49K+
Estimators 45K+
Exhibit Designer 45K+

Certificates
Administrative Assistant, Business Foundation, Business General Management, Banking Operations, General Banking, Accounting, Accounting Office Support

Degrees
AAS Accounting, AS Business Administration, AAS Business Management, Office and Computer Technology

Distribution & Logistics

Distribution Manager 54K+
Shipping Clerk 54K+
Customer Representative 53K+

Certificates
Computer Entrepreneur, Office Support Certification, Webmaster Assistant Advanced Skills

Degrees
AAS Accounting, AS Business Administration, AAS Business Management, Office and Computer Technology

Sales, Communications, Marketing & Information Management

Public Relations Mgr 71K+
Research Analyst 60K+
Advertising 54K+
Statistician 56K+

Certificates
Administrative Assistant, Business Foundation, Business General Management, Banking Operations, General Banking, Accounting, Accounting Office Support Certification

Degrees
AAS Accounting, AS Business Administration, AAS Business Management, Office and Computer Technology, AS Math, AS Economics