**Career/College Exploration Report**

Marketing/ Advertising & Nonprofit or Business CEO

by Sian Hernit, Technical Reading & Writing, DRSS

**Abstract**

In this report, two potential careers were explored, and two possible colleges and majors were found for each career. Research was conducted about the two chosen career fields Marketing/ Advertising & Nonprofit or Business CEO. The sources include many informational, government, and collegiate websites including, the Bureau of Labor Statistics’ Occupational Outlook Handbook, and official university websites. The results of the research include basic information about each career and the four possible colleges and majors to work towards. Next steps include touring potential colleges.

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Career/College Exploration Report

# Overview

The purpose of this document is to report the research process of Sian Hernit during her career/college exploration in Technical Reading and Writing at the Dayton Regional STEM School during the 2019-20 school year. The following sections document essential questions used to begin the career/college exploration process, potential career(s) and rationale(s) for choosing those career(s), an overview of the research process used during Sian Hernit’s career exploration, resources found and used during the process, a resolution, and a reflection of the process as well as a daily logbook of all tasks completed.

The following Driving Question was used to guide this career exploration process: How can I locate a potential career and college programs by conducting extensive independent research?

# Essential Questions

Throughout the career exploration research process, the following questions were asked:

* What is the job outlook?
* What is the average yearly salary?
* What are Best Programs for these fields?
* What skills are necessary to be successful in this career?
* What training and education is needed or suggested?

# Potential Careers & Rationales

This section provides a comprehensive list of potential future careers as well as rationale for choosing those careers.

## Marketing & Advertising

Marketing and advertising is the profession of studying and acting upon consumer and business relations. The marketing and advertising field cover many subfields such as public; and media relations, sales and advertising, and customer relations. The work environment is professional, and is typically in a corporate setting. However, the environment can vary widely depending on the organization. The daily tasks can also vary greatly depending on the specific job and the organization. Some days someone in the marketing and advertising field may be working mainly by themselves; answering emails, working on campaigns, and creating presentations for future meetings. Other days they may be traveling to work and meet with clients and their peers.

According to the Bureau Labor of Statistics (BLS) the median pay for a manager in advertising and marketing is $132,620  per year. This translates to about $63.76 per hour. Someone working in marketing and advertising also typically works full which is 40 hours a week or more. The BLS also states that the Job Outlook is 8% faster than the average career in 2018. This is an extremely positive for someone one looking to go into marketing and adverting.

Someone in marketing and advertising needs to be a creative person who is able to think out-of-the-box, communicate their ideas, and collaborate well with others. They also need to be able to see the big picture along with being able to focus on the little details. Empathy and the ability to think about how others perceive things is also extremely important in this field. According to the BLS, it would be best advised to pursue at least a Bachelor’s degree in marketing or advertising if wanting to become successful in this field. A minor in business or in communication would also be extremely helpful.

There are many benefits and downsides to a career in marketing and advertising. The BLS states, “The jobs of advertising, promotions, and marketing managers can often be stressful, particularly near deadlines.” The BLS also stated, “Additionally, they may travel to meet with clients or media representatives.” Traveling can be seen as both a benefit and downside. It allows one to see the world, however travelling can be time consuming and stressful. Most people who work in marketing and advertising work full time. (BLS) Someone who works in the marketing and advertising field gets to work on a product and see its effect on the world. They also get to work closely with others.

### Possible Colleges/Programs/Majors Marketing and advertising

According to the BLS “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.”

University of the Pacific

* According to the University of the Pacific’s website, www.pacific.edu “University of the Pacific is a private located in San Francisco.” The U.S Department of Education reports that the average cost of a 4-year program after finical aid is about $31,000. This school requires a GPA of 3.5 and an ACT score of 24 or above according to their website. Their business school is ranked #125 in the country. This is where one would major in marketing.

Kent State University

* According to Kent State University’s website, www.kent.edu “Kent State University is a public research university in Kent, Ohio.” The U.S Department of Education reports that the average cost of a 4-year program after finical aid is about $19,000. This school requires a GPA of 3.3 and an ACT score of 20 or above according to their website. Their business school is ranked #221 in the country. This is where one would major in marketing or in advertising.

## Non-Profit or Business CEo

A Chief Executive Officer also known as a CEO is tasked with leading an organization as a whole. According to the BLS CEO’s “Determine and formulate policies and provide overall direction of companies or private and public sector organizations within guidelines set up by a board of directors or similar governing body. [They] Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers.” Non-Profit CEO’s and Business CEO’s typically preform different tasks, but still serve the same purpose in their organization. Small business CEO’s and large corporation CEO’s also typically preform different tasks, but serve the same roll in a company. The daily tasks of a CEO may include responding to emails, attending and sometimes-leading meetings, and approving decisions being made in the organization.

According to the Bureau Labor of Statistics (BLS) the median pay for a CEO is $200,140 per year. This translates to about $96.22 per hour.  The job outlook for a CEO was about 6%, the national average, in 2018 (BLS). A CEO’s salary is typically the highest in an organization. This is due to the importance of the role, and the quick pace and sometimes stressful nature of the job.

To be successful as a CEO, it is advised to be strong in most, if not all, of the following:

* Communication skills,
* Decision-making skills,
* Management skills,
* Problem-solving skills,
* Time-management skills,

The BLS also put a great deal of emphasis on the importance of work experience for an aspiring CEO. CEO’s typically require years of management and leadership positons, preferably in the company or non-profit, before become CEO. (BLS)

There are many benefits to becoming a CEO. CEO’s do not have anyone in charge of him or her, and in most cases get to make the final decision. The pay is also typically fairly high, but this is not always true based on organization size. A downside to being a CEO is it can be extremely stressful (BLS). It is also a very time consuming job and often can require overtime.

### Possible Colleges/Programs/Majors for CEO’s

The BLS states that, “Many top executives have a bachelor’s or master’s degree in business administration or in an area related to their field of work. Top executives in the public sector often have a degree in business administration, public administration, law, or the liberal arts. Top executives of large corporations often have a master’s degree in business administration (MBA).” This means that the Major and level of degree can vary greatly depending on an exact career goal. Attending a business college would be a well advised as a first step to becoming a CEO. It is also advised that an aspiring CEO places themselves in an environment or area with many startups and opportunities to “climb the latter”. They can also always start their own business.

Yeshiva University

* Yeshiva University is a private research university with four campuses in New York City. Sy Syms School of Business is Yeshiva University's business school. According to the U.S Department of education, the average cost of a 4-year program is about $36,000 after financial aid. If wanting to become a CEO it is recommend you first obtain a bachelor’s degree with a major in business administration.

Fisher College of Business

* The Max M. Fisher College of Business is the business school of The Ohio State University. It is ranked 31st in the country. The U.S Department of Education reports that the average cost of a 4-year program after finical aid is about $17,000. This school requires a GPA of 3.7 and an ACT score of 23 or above according to their website. This is where one would first obtain a bachelor’s degree in business administration.

# Resources

This section provides a list of resources found during the career exploration research process (can include resources used to explore your career fields, possible internships, etc.).

* Bureau of Labor Statistics. (2019, September 4). *Occupational Outlook Handbook.* Retrieved October 21, 2019, from <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> - information to answer essential questions for someone aspiring to go into marketing and advertising
* Bureau of Labor Statistics. (2019, September 4). *Occupational Outlook Handbook.* Retrieved October 21, 2019, from [https://www.bls.gov/ooh/management/top-executives.htm#](https://www.bls.gov/ooh/management/top-executives.htm) - information to answer essential questions for someone aspiring to become a CEO
* The Univeristy of the Pacfic (n.d.). Retrieved October 25, 2019, from <https://www.pacific.edu/> - information on The University of the Pacific
* Kent State University (n.d.). Retrieved October 28, 2019, from <https://www.kent.edu/> - information on Kent State University
* Yeshiva University (n.d.). Retrieved October 29, 2019, from <https://www.yu.edu/> - information on Yeshiva University
* The Ohio State University Fisher Business College (n.d.). Retrieved October 30, 2019, from <https://fisher.osu.edu/> - information on The Ohio State University Fisher Business College

# Reflection

This section provides the reflection and resolution Sian Hernit’s career exploration.

I have always considered one of my greatest strengths to be my ability to lead. I also have also always greatly valued community service and helping those in need. I wanted to take both of these into account when choosing possible careers and majors. One important thing I learned about both career fields is they can be high stress and time consuming. I had never considered what type of schedule I want in the future until this report.

I also learned how to create APA citations by hand during the creation of the report. Before this, I had always used a citation machine because I assumed creating citations was too complicated. However, I have learned that I am fully capable of creating APA citations. I also learned what a signal phrase is and how to use one.

Finally, I spoke to my parents about my career and college goals. I created a list of colleges I want to tour at, and we made a plan to tour as many of them as possible before I have to apply. I also signed up for and took the ACT during this process, so I could get a head start on testing for colleges. My current goal is to major in Business administration at an out of state private college.

# LogBook

**ONLY EDIT HIGHLIGHTED SECTIONS** The following logbook was kept during Sian Hernit’s career exploration process. It details the tasks completed during this process including sources consulted, essential questions asked and answered, as well as any other information collected each day.

|  |  |
| --- | --- |
| 10/21/19 | Researched potential career fields of interest using BLS Occupational Outlook Handbook |
| 10/22/19 | Completed “Essential Questions” section of report |
| 10/23/19 | Researched the Marketing and Advertising field using BLS Occupational Outlook Handbook |
| 10/24/19 | Research for “Marketing and Advertising field” research was completed |
| 10/25/19 | Researched CEO’s and Topic Executives using BLS Occupational Outlook Handbook |
| 10/28/19 | Research for “Nonprofit or Business CEO” research was completed” |
| 10/29/19 | Completed research for College section |
| 10/30/19 | Drafted “Marketing and Advertising” Section |
| 10/31/19 | Completed “Marketing and Advertising” Section |
| 11/4/19 | Drafted “Nonprofit or Business CEO” Section |
| 11/5/19 | Completed “Nonprofit or Business CEO” Section |
| 11/6/19 | Revised to add more information to “Marketing and Advertising” Section |
| 11/11/19 | Revised Based on peer feedback |
| 11/12/19 | Drafted and completed Career section |
| 11/13/19 | Revised Career Section |
| 11/14/19 | Completed reflection section |
| 11/15/19 | Completed Abstract |