<table>
<thead>
<tr>
<th>PATHWAY</th>
<th>SPECIFIC OCCUPATIONS</th>
</tr>
</thead>
</table>
| **Management and Entrepreneur-ship** | • Entrepreneurs  
• Owners  
• Small Business Owners  
• Presidents  
• Chief Executive Officers  
• Principals  
| | • Partners  
• Proprietors  
• Franchisees  
• Independent X's (e.g., distributor)  
| | • Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **Professional Sales and Marketing** | • Inbound Call Managers  
• Channel Sales Managers  
• Regional Sales Managers  
• Client Relationship Managers  
• Business Development Managers  
• Territory Representatives/Managers  
• Key Account Managers  
• National Account Managers  
• Account Executives  
• Sales Engineers  | • Sales Executives  
• Technical Sales Specialists  
• Retail Sales Specialists (big ticket)  
• Outside Sales Representatives  
• Industrial Sales Representatives  
• Manufacturer's Representatives  
• Salespersons  
• Field Marketing Representatives  
• Brokers  
• Agents  | • Field Representatives  
• Solutions Advisors  
• Sales/Marketing Associates  
• Telemarketers  
• Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **Buying and Merchandising** | • Store Managers  
• Retail Marketing Coordinators  
• Merchandising Managers  
• Merchandise Buyers  
• Operations Managers  
• Visual Merchandise Managers  
| | • Creative Directors  
• Account Executives  
• Account Supervisors  
• Sales Representatives  
• Marketing Associates  
• Media Buyers/Planners  
• Interactive Media Specialists  
• Analysts  
• Contract Administrators  | • Clerks (e.g., stock, receiving, etc.)  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **Marketing Communications and Promotion** | • Advertising Managers  
• Public Relations Managers  
• Public Information Directors  
• Sales Promotion Managers  
• Co-op Managers  
• Trade Show Managers  
• Circulation Managers  
• Promotions Managers  
• Art/Graphics Directors  
| | • Strategic Planners, Marketing  
• Product Planners  
• Planning Analysts  
• Directors of Market Development  
• Database Analysts  
• Analysts  
• Research Associates  
• Frequency Marketing Specialists  | • Knowledge Management Specialists  
• Interviewers  
• Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **Marketing Information Management and Research** | • Database Managers  
• Research Specialists/Managers  
• Brand Managers  
• Marketing Services Managers  
• Customer Satisfaction Managers  
• (Research) Project Managers  
• Customer Relationship Managers  
• Forecasting Managers  | • Web Designers  
• Interactive Media Specialists  
• Internet Sales Engineers  
• Site Architects  
• User Interface Designers  
• On-line Market Researchers  
• Copywriters, Designers  
• Account Supervisors  | • Customer Support Specialists  
• Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **Distribution and Logistics** | • Warehouse Managers  
• Materials Managers  
• Traffic Managers  
• Logistics Managers  
• Transportation Managers  
• Inventory Managers/Analysts  
| | • Logistics Analysts/Engineers  
• Distribution Coordinators  
• Shipping/Receiving Administrators  
• Shipping/Receiving Clerks  | • Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  
| **E-Marketing** | • Fulfillment Managers  
• E-Merchandising Managers  
• E-Commerce Directors  
• Web Site Project Managers  
• Internet Project Directors  
• Brand Managers  
• Forum Managers  
• Web Masters  | • Web Designers  
• Interactive Media Specialists  
• Internet Sales Engineers  
• Site Architects  
• User Interface Designers  
• On-line Market Researchers  
• Copywriters, Designers  
• Account Supervisors  | • Customer Support Specialists  
• Customer Service Representatives  
• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)  

**Page 3**