

Marketing, Sales & Service

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

Pathway	Specific Occupations	
Buying and Merchandising	Administrative Support Representative (e.g., human resources, clerical, finance, technical)	Operations Managers
	Clerks (e.g., stock, receiving, etc.)	Retail Marketing Coordinators
	Customer Service Representatives	Sales Associates
	Department Managers	Sales Managers
	Merchandise Buyers	Store Managers
	Merchandising Managers	Visual Merchandise Managers
Distribution and Logistics	Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Materials Managers
	Customer Service Representatives	Shipping/Receiving Administrators
	Distribution Coordinators	Shipping/Receiving Clerks
	Inventory Managers/Analysts	Traffic Managers
	Logistics Analysts/Engineers	Transportation Managers
	Logistics Managers	Warehouse Managers
E-Marketing	Account Supervisors	Interactive Media Specialists
	Administrative Support Representatives (e.g., human resources, clerical, finance, technical)	Internet Project Directors
	Brand Managers	Internet Sales Engineers
	Copywriters, Designer	On-line Market Researchers
	Customer Service Representatives	Site Architects
	Customer Support Specialists	User Interface Designers
	E-Commerce Directors	Web Designers
	E-Merchandising Managers	Web Masters
	Forum Managers	Web Site Project Managers
	Fulfillment Managers	

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Pathway	Specific Occupations	
Management and Entrepreneurship	Administrative Support Representatives (e.g. human resources, clerical, finance, technical)	Owners
	Chief Executive Officers	Partners
	Customer Service Representatives	Presidents
	Entrepreneurs	Principals
	Franchisees	Proprietors
	Independent X's (e.g. distributor)	Small Business Owners
Marketing Communications and Promotion	Account executives	Interactive Media Specialists
	Account Supervisors	Marketing Associates
	Administrative Support Representatives (e.g., human resources clerical, finance, technical)	Media Buyers/Planners
	Advertising Managers	Promotions Managers
	Analysts	Public Information Directors
	Art/Graphics Directors	Public Relations Managers
	Circulation Managers	Research Assistants
	Contract Administrators	Research Specialists
	Co-op Managers	Sales Promotion Managers
	Copywriters	Sales Representatives
	Creative Directors	Trade Show Managers
	Customer Service Representatives	
Marketing Information Management and Research	Administrative Support Representatives (e.g., human resources clerical, finance, technical)	Frequency Marketing Specialists
	Analysts	Interviews
	Brand Managers	Knowledge Management Specialists
	Customer Relationship Managers	Marketing Services Managers
	Customer Satisfaction Managers	Planning Analysts
	Customer Service Representatives	Product Planners
	Database Analysts	Research Associates
	Database Managers	Research Project Managers
	Directors of Market Development	Research Specialists/Managers
	Forecasting Managers	Strategic, Planners, Marketing

Marketing, Sales & Service

Pathway	Specific Occupations	
Professional Sales and Marketing	Account Executives	Manufacture's Representatives
	Administrative Support Representatives (e.g., human resources clerical, finance, technical)	National Account Managers
	Agents	Outside Sales Representatives
	Brokers	Regional Sales Managers
	Business Development Managers	Retail Sales Specialists (big ticket)
	Channel Sales Managers	Sales Engineers
	Client Relationship Managers	Sales Executives
	Customer Service Representatives	Sales/Marketing Associates
	Field Marketing Representatives	Salespersons
	Field Representatives	Solutions Advisors
	Inbound Call Managers	Technical Sales Specialists
	Industrial Sales Representatives	Telemarketers
	Key Account Managers	Territory Representatives/Managers

Science, Technology, Engineering & Mathematics

Planning Managing and providing scientific Research and professional and technical services including laboratory and testing services, and research and development services.

Pathway	Specific Occupations	
Engineering and Technology	Aeronautical Engineer	Industrial Engineer
	Aerospace Engineer	Industrial Engineering Technician
	Agricultural Engineer	Licensing Engineer
	Agricultural Technician	Manufacturing Engineer
	Application Engineer	Manufacturing Processes Engineer
	Biomedical Engineer	Manufacturing Technician
	Chemical Engineer	Marine Engineer
	Civil Engineer	Materials Engineer
	Communications Engineer	Materials Lab and Supply Technician
	Computer Engineer	Mechanical Engineer
	Computer Hardware Engineer	Metallurgic Engineer
	Computer Programmer	Mining Engineer
	Computer Science Technician	Naval Engineer
	Computer Software Engineer	Network Technician
	Construction Engineer	Nuclear Engineer
	Consultant	Ocean Engineer
	Development Engineer	Operations Research Engineer
	Drafter	Packaging Engineer
Electrical Engineer	Packaging Technician	

Science, Technology, Engineering & Mathematics

Pathway	Specific Occupations	
Engineering and Technology	Aeronautical Engineer	Materials Engineer
	Aerospace Engineer	Materials Lab and Supply Technician
	Agricultural Engineer	Mechanical Engineer
	Agricultural Technician	Metallurgic Engineer
	Application Engineer	Mining Engineer
	Biomedical Engineer	Naval Engineer
	Chemical Engineer	Network Technician
	Civil Engineer	Nuclear Engineer
	Communications Engineer	Ocean Engineer
	Computer Engineer	Operations Research Engineer
	Computer Hardware Engineer	Packaging Engineer
	Computer Programmer	Packaging Technician
	Computer Science Technician	Petroleum Engineer
	Computer Software Engineer	Pharmaceutical Engineer
	Construction Engineer	Plastics Engineer
	Consultant	Power Systems Engineer
	Development Engineer	Product Design Engineer
	Drafter	Project Engineer
	Electrical Engineer	Project Manager
	Electrician	Prototype Engineer
	Electronics Technician	Quality Engineer
	Energy Transmission Engineer	Quality Technician
	Environmental Engineer	Radio/TV Broadcast Technician
	Facilities Technician	Radiology Engineer
	Fire Protection Engineer	Researcher
	Geothermal Engineer	Safety Engineer
	Hazardous Waste Engineer	Software Engineer
	Hazardous Waste Technician	Sound Technician
	Human Factors Engineer	Structural Engineer
	Industrial Engineer	Survey Technician
Industrial Engineering Technician	Systems Design Engineer	
Licensing Engineer	Technical Sales Manager	
Manufacturing Engineer	Technical Writer	
Manufacturing Processes Engineer	Telecommunications Engineer	
Manufacturing Technician	Textile Engineer	
Marine Engineer	Transportation Engineer	

Science, Technology, Engineering & Mathematics

Pathway	Specific Occupations	
Science and Math	Analytical Chemist	Marine Scientist
	Anthropologist	Materials Analyst
	Applied Mathematician	Materials Scientist
	Archeologist	Mathematician
	Astronomer	Mathematics
	Astrophysicist	Metallurgist
	Atmospheric Scientist	Meteorologist
	Biologist	Microbial Physiologist
	Botanist	Mycologist
	CAD Operator	Nanobiologist
	Cartographer	Nuclear Chemist
	Chemist	Nuclear Technician
	Communications Technologist	Numerical Analyst
	Conservative Scientist	Nutritionist
	Cosmologist	Oceanographer
	Cryptographer	Organic Chemist
	Crystallographer	Ornithologist
	Demographer	Paleontologist
	Dye Chemist	Physicist
	Ecologist	Polymer Scientist
	Economist	Programmer
	Electronmicroscopist	Protein Scientist
	Environmental Scientist	Protozoologist
	Expert Systems Scientist	Quality-Control Scientist
	Geneticist	Radio Chemist
	Geologist	Research Chemist
	Geophysicist	Research Technician
	Geoscientist	Science Teacher
	Herpetologist	Scientific Visualization/Graphics Expert
	Hydrologist	Spectroscopist
	Ichthyologist	Statistician
	Inorganic Chemist	Technical Writer
	Lab Technician	Technologist
	Laboratory Technician	Toxicologist
Mammalogist	Zoologist	

Transportation, Distribution & Logistics

Planning management and movement of people, materials and goods by road, pipeline, air rail and water and related professional and technical support services such as transportation infrastructure planning and management, logistics services, mobile equipment and facility maintenance.

Pathway	Specific Occupations	
Facility and Mobile Equipment Maintenance	Facility: Electrical/electronic technicians	Mobile Equipment - Rail: Rail locomotive and car mechanics and repairers
	Facility: Facility maintenance managers and engineers	Mobile Equipment - Rail: Signal and track switch repairers
	Facility: Industrial electricians	Mobile Equipment - Road: Automotive body and related repairers
	Facility: Industrial equipment mechanics	Mobile Equipment - Road: Automotive glass installers and repairers
	Facility: Other facility/terminal maintenance jobs	Mobile Equipment - Road: Automotive master mechanics
	Mobile Equipment - Air/Space: Aerospace engineering and operations technicians	Mobile Equipment - Road: Automotive service technicians and mechanics
	Mobile Equipment - Air/Space: Aircraft body and bonded structure repairers	Mobile Equipment - Road: Automotive specialty technicians
	Mobile Equipment - Air/Space: Aircraft engine specialists	Mobile Equipment - Road: Bicycle repairers
	Mobile Equipment - Air/Space: Aircraft mechanics and service technicians	Mobile Equipment - Road: Bus and truck mechanics and diesel engine specialists
	Mobile Equipment - Air/Space: Airframe mechanics	Mobile Equipment - Road: Electronic equipment installers repairers - motor vehicle
	Mobile Equipment - Air/Space: Avionics technicians	Mobile Equipment - Road: Motorcycle mechanics
	Mobile Equipment - Air/Space: Power plant mechanics	Mobile Equipment - Road: The repairers and changers
	Mobile Equipment - General: Electrical and electronic installers and repairers - transportation equipment	Mobile Equipment - Water: Automotive/truck mechanics and body repairers
	Mobile Equipment - General: Mobile equipment maintenance managers	Mobile Equipment - Water: Motorboat mechanics
	Mobile Equipment - General: Mobile heavy equipment mechanics	Mobile Equipment - Water: Ship mechanics and repairers
Mobile Equipment - Rail: Rail car repairers	Mobile Equipment - Water: Motorboat mechanics	
Health, Safety and Environmental Management	Health and safety managers	Environmental managers and engineers
	Industrial health and safety engineers	Environmental compliance inspectors
	Environmental scientists and specialists	Safety analysts
	Environmental science and protection technicians	
Logistics Planning and management Services	International logistics	Logistics consultant
	Logisticians	Logistics engineers
	Logistics analysts	Logistics managers
Sales and Service	Cargo and freight agents	Marketing managers
	Cashiers, counter and rental clerks	Reservations, travel and transportation agents/clerks
	Customer order and billing clerks	Sales managers
	Customer service managers	Sales representatives - transportation/logistics services
	Customer service representatives	

Transportation, Distribution & Logistics

Pathway	Specific Occupations	
Transportation Operations	Air/Space Transportation: Air traffic controllers	Road Transportation: Truck drivers - heavy
	Air/Space Transportation: Aircraft cargo handling supervisors	Road Transportation: Truck drivers - light or delivery services
	Air/Space Transportation: Airfield operations specialists	Road Transportation: Truck drivers - tractor trailer
	Air/Space Transportation: Airplane pilots/copilots	Road Transportation: Truck/bus/taxi terminal operations and support jobs
	Air/Space Transportation: Dispatchers - air	Transit Transportation: Bus drivers - transit and intercity
	Air/Space Transportation: Flight attendants	Transit Transportation: Dispatchers - mass transit
	Air/Space Transportation: Flight engineers	Transit Transportation: Dispatchers - rail
	Air/Space Transportation: Other airlines operations and support jobs	Transit Transportation: Subway and streetcar operators
	Air/Space Transportation: Traffic managers	Transit Transportation: Traffic managers - mass transit
	Air/Space Transportation: Transportation managers - air	Transit Transportation: Traffic managers - rail
	Rail Transportation: Dispatchers - rail	Transit Transportation: Transportation managers - mass transit
	Rail Transportation: Locomotive engineer	Water Transportation: Able seaman
	Rail Transportation: Locomotive firers	Water Transportation: Bridge and lock tenders
	Rail Transportation: Other railyard and terminal operation and support jobs	Water Transportation: Captains
	Rail Transportation: Railroad brake, signal and switch operators (including train crew members and yard workers)	Water Transportation: Dispatchers - water
	Rail Transportation: Railyard conductors and yardmasters	Water Transportation: Mates
	Rail Transportation: Railyard engineer, dinkey operators, and hostlers	Water Transportation: Motorboat operators
	Rail Transportation: Traffic managers	Water Transportation: Other port/harbor/waterway/marina operations and support jobs
	Rail Transportation: Transportation managers - rail	Water Transportation: Pilots of water vessels
	Road Transportation: Bus drivers - school	Water Transportation: Sailors and marine oilers
Road Transportation: Bus drivers - transit and intercity	Water Transportation: Ship and boat captains	
Road Transportation: Dispatchers - truck/bus/taxi, traffic managers	Water Transportation: Ship engineers	
Road Transportation: Taxi drivers and chauffeurs	Water Transportation: Traffic managers	
Road Transportation: Transportation managers - road	Water Transportation: Transportation managers - water	
Transportation Systems/Infrastructure Planning, Management and Regulation	Air/Space: Air Traffic controllers	Other: Regulators
	Air/Space: Aviation inspectors	Rail: Railroad inspectors
	General: Civil engineers	Road: Freight inspectors
	General: Engineering technicians	Road: Motor vehicle inspectors
	General: Environmental compliance inspectors	Road: Traffic engineers
	General: Government service executives	Road: Traffic technicians
	General: Intermodal - urban and regional planners	Transit: Public transportation inspectors
	General: Surveying and mapping technicians	Water: Marine cargo inspectors
	Other: Inspectors, other federal/state/local transportation agency jobs	Water: Vessel traffic control specialists
	Other: Other government agency managers	

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Pathway	Specific Occupations	
Warehousing and Distribution Center Operations	Car, truck and ship loaders	Other packaging/packing/material handling and moving jobs
	First-line supervisors/manager of helpers	Packers and packagers - hand
	First-line supervisors/manager of transportation and material-machine and vehicle operators	Production, planning, expediting clerks
	Industrial and packaging engineers	Storage and distribution managers
	Laborers and freight, stock and material movers - hand	Traffic, shipping and receiving clerks
	Laborers and material movers - hand	Traffic, shipping and receiving clerks