

Lesson insert

Overview

An activity using myworldofwork.co.uk to link the study of Business management and the topic of marketing to possible careers.

Objectives

As part of a wider lesson, this lesson insert intends to:

- Encourage pupils to research careers related to the study of Business Management
- To make a link between the skills learned in the study of marketing and the skills needed for jobs in this area

My World of Work activity (20mins)

- Split pupils into small groups of two or three
- Go to myworldofwork.co.uk
- Click on [my career options](#)
- Click on the tab 'I have a career in mind'
- Ask the groups to choose a job card from the pack
- Ask them to complete the job research sheet
- If a group finishes quickly they can choose another job card
- Each group should present back to the class one key point about the job(s) they have researched

Connect the learning (in the wider lesson)

- Ask the following during the lesson:
 - What skills are required to do these jobs?
 - Where have you used these skills in marketing lessons?
- Optional: create a whole class poster highlighting the careers they have researched

Review and reflect (5mins)

- Ask pupils to reflect on the jobs covered and if they might be interested in following one of these careers
- Ask pupils to reflect on the skills they might need for a career in marketing
- Ask pupils to consider other ways to develop these skills – for example in other curriculum areas or outside of school
- Homework: Ask the class to use this lesson as part of their overall research on careers related to their school subject

Social studies

Business Management

Marketing

Resources

- Computers or tablets with internet access
- Job cards
- Job research sheet

My World of Work links

Job profiles

[Advertising account planner](#)

[Advertising copywriter](#)

[Car salesperson](#)

[Sales manager](#)

[Visual merchandiser](#)

[Market research executive](#)

[Music promotions manager](#)

[Marketing manager](#)

[Sales representative](#)

[Product designer](#)

[PR officer](#)

[Retail buyer](#)

Curriculum links

Suitable for S2 to S3 pupils studying:

Business Management - BGE

Experiences and outcomes

LIT 3-28a: I can convey information, describe events, explain processes or concepts, and combine ideas in different ways.

TCH 4-03b: I can use ICT effectively in different learning contexts across the curriculum to access, select and present relevant information in a range of tasks.

Career Education Standard (3-18)

Supports entitlements set out in the [Career Education Standard](#) for young people to:

- Experience a curriculum through which they learn about the world of work and job possibilities and which makes clear the **strengths** and **skills** needed to take advantage of these opportunities
- Know where to find information and access support making effective use of online sources such as [My World of Work](#)
- Develop [Career Management Skills](#) as an integral part of their curriculum

Job cards

Receptionist	Secretary
Personal assistant	Medical secretary
Health records clerk	Car rental agent
Health and safety advisor	Health and safety manager
Registrar	Management consultant
Customer service administration officer	Legal secretary
Project manager	Database administrator
Administration assistant	



Job research

**Careers linked to:
Business Management**

Choose a job card

Log into the computer and go to myworldofwork.co.uk

Go to [my career options](#) to find out about the job on your card and answer the following:

What is the job title?	
What are the main duties of this job?	
What are the skills required?	
What qualifications do you need?	
What have you learned in your school subject that might be useful in this job?	
What key piece of information about this job do you want to share with the rest of the class?	
