

EXPLORE

Business Path

CAREER CATEGORIES

 *Business, Finance and Sales*

 *Marketing and Advertising*

 *Technology*



EXPLORE

Business, Finance and Sales

CAREER EXAMPLES

Business

- Accountant
- Auditor
- Financial Analyst
- Marketing Manager
- Human Resources Manager
- Operations Manager
- Sales Manager
- Risk Manager
- Logistics Manager
- Management Consultant
- Investment Banker
- Business Analyst
- Data Analyst
- Market Research Analyst
- Management Analyst
- Operations Research Analysts
- Project Management Specialist
- Port Manager
- Public Relations Managers and Specialists
- Purchasing Managers, Buyers, and Agents
- Advertising Manager
- Supply Chain Manager
- Customer Service Manager
- Retail Store Manager
- E-commerce Manager
- Entrepreneur
- Small Business Owner
- Top Executives: Chief Executive Officer (CEO) | Chief Financial Officer (CFO) | Chief Operating Officer (COO) | Chief Marketing Officer (CMO)
- Clerks
- Financial Controller
- Treasury Analyst
- Compliance Officer
- Product Manager
- Promotions Manager
- Brand Manager
- Procurement Manager
- Receptionist
- Resource Specialist
- Secretary and Administrative Assistant
- Transportation Modeling Specialist
- Digital Marketing Manager
- International Business Specialist
- Strategic Planner
- Business Operations Specialist
- Office Administrative Workers
- Fundraisers
- Meeting, Convention and Event Planner



EXPLORE

Business, Finance and Sales

CAREER EXAMPLES



Finance

- Accountant
- Financial Analyst
- Investment Banker
- Financial Advisor
- Actuary
- Auditor
- Budget Analyst
- Credit Analyst
- Mathematician and Statistician
- Loan Officer
- Risk Manager
- Stockbroker
- Tax Examiners, Collectors, and Revenue Agents
- Property Appraiser and Assessor
- Treasurer
- Wealth Manager
- Corporate Finance Analyst
- Portfolio Manager
- Investment Manager
- Financial Controller
- Compliance Officer
- Quantitative Analyst
- Derivatives Trader
- Equity Research Analyst
- Mergers and Acquisitions (M&A) Associate
- Fund Accountant
- Real Estate Analyst
- Fixed Income Analyst
- Venture Capitalist
- Private Equity Associate
- Hedge Fund Manager
- Financial Planner
- Investment Advisor
- Forensic Accountant
- Credit Manager
- Financial Risk Manager
- Pension Fund Manager
- Cost Estimator
- Chief Financial Officer (CFO)
- Financial Consultant
- Commercial Banker
- Trading Analyst
- Human Resource Specialist
- Insurance Claims Adjuster
- Insurance Claims Examiners
- Insurance Investigators
- Insurance Underwriters



EXPLORE

Business, Finance and Sales

CAREER EXAMPLES

Sales

- Sales Representative
- Sales Manager
- Account Executive
- Account Manager
- Business Development Rep.
- Sales Consultant
- Real Estate Agent
- Retail Store Workers
- Sales Engineer
- Inside Sales Representative
- Outside Sales Representative
- Sales Coordinator
- Regional Sales Manager
- Sales Director
- Financial Planner
- Investment Advisor
- Forensic Accountant
- Credit Manager
- Financial Risk Manager
- Pension Fund Manager
- Chief Financial Officer (CFO)
- Financial Consultant
- Commercial Banker
- Trading Analyst
- Sales Analyst
- Sales Team Leader
- Customer Service Representative
- Relationship Manager
- Client Success Manager
- E-commerce Sales Specialist
- Field Sales Representative
- Sales Coordinator
- Account Development Representative
- Wholesale Sales Representative
- Sales Operations Manager
- Lead Generation Specialist
- National Sales Manager
- Land Agent
- Advertising Sales Agent
- Insurance Sales Agent



EXPLORE

Business, Finance and Sales



CAREER EXPLORATION



Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____



Where (location) would you need to go to pursue (or get) these jobs?



What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?



How could you make an impact in the world with these jobs?

EXPLORE

Business, Finance and Sales

APPLYING GEOGRAPHY

Business

A **market research analyst** utilizes geographic data to analyze market trends, consumer behavior, and regional preferences, providing valuable insights for businesses to make informed strategic decisions based on specific geographic markets. Businesses use geographic knowledge to **assess the suitability of a particular location** for a new business venture, considering factors such as accessibility, market demand, and competition within the area. Businesses also leverage geographic insights to identify potential **new markets for business expansion**, considering factors such as consumer demographics, cultural preferences, and economic conditions in different regions. **International business development managers** utilize geographic knowledge to identify and evaluate potential global markets, considering cultural differences, economic conditions, and geographical factors to expand business operations in new territories. Also, important for an **international trade specialist** is to leverage geographic knowledge to navigate international trade regulations, customs procedures, and market dynamics, facilitating global trade relationships and ensuring compliance with geographic-specific trade laws.

Finance

A **financial analyst** incorporates geographic data to assess the impact of regional economic factors, market volatility, and geopolitical events on investment portfolios, providing comprehensive analysis and recommendations to clients and businesses. **Insurance underwriters** utilize geographic knowledge to assess and evaluate risks associated with specific regions, including natural disasters, crime rates, and other geographic factors that may impact insurance coverage and premiums. An **investment banker** uses geographic insights to assess the feasibility of mergers, acquisitions, and investment opportunities in different regions, considering factors such as market potential, regulatory environments, and geopolitical risks. **Corporate finance managers** apply geographic insights to assess the financial implications of operating in different regions, considering factors such as tax regulations, currency fluctuations, and regional economic conditions to make strategic financial decisions for the organization.

Sales

A **retail store manager** leverages geographic insights to understand the local customer base, tailor product offerings, and adjust pricing strategies to meet the demands and preferences of specific geographic markets. A **territory manager** applies geographic understanding to manage sales territories effectively, allocating resources, and developing sales strategies tailored to the unique characteristics and demands of different geographic regions. The **supply chain manager** applies geographic understanding to optimize the supply chain network, considering factors such as transportation routes, regional regulations, and distribution channels for efficient and cost-effective logistics management. A **retail market analyst** incorporates geographic data analysis to evaluate the performance of retail outlets in different locations, identifying trends and opportunities for sales growth and expansion in specific geographic markets. A **sales representative** uses geographic insights to identify and target specific customer segments within different geographic regions, adapting sales strategies to cater to the unique preferences and needs of diverse markets.



EXPERIENCE

Business, Finance and Sales

MEET THE GEOGRAPHERS

Business, Finance, and Sales

"In any business, location is critical. If your business can sell products nationwide or internationally, the importance of location becomes even more pronounced. This is especially true as Amazon has normalized extremely short shipping times. As the owner of a printing business, understanding how geography affects shipping and total turnaround time is crucial for customer satisfaction. For instance, if the turnaround time is 10 days and the job needs to reach New York City from Connecticut, it can be completed in 8 days and still arrive on time. However, if it needs to reach Florida, the same job must ship in 5 days; shipping to Puerto Rico alone will take 3-4 weeks, although this is an extreme example.

Geographical features can further complicate calculations, for instance while Florida is a 3-day ship on average from Connecticut, it also takes shippers up to 3 days to reach the far end of the Long Island peninsula from Connecticut. Despite the areas being directly adjacent and, at most times, less than 100 miles apart as the crow flies, there is simply no short, drivable path for shipping. Shipping must go southwest through New York City and then east. Consider Nantucket Island as well—roughly 150 miles from the shop—yet it can take up to a week to reach by UPS simply because it's an island off the coast with no bridges, so items must be shipped by boat or air. While in that same time period, a package can travel 2800 miles all the way across the country."

- Seth Danenberg, Owner IPrint Ink, Milford, Connecticut. [Link to Instagram.](#)



"I would say that geography plays a HUGE factor in event planning! Here's how I consider geography in every stage of the planning process (mostly looking at logistics).

- INQUIRY PROCESS -

- Being deeply involved in a certain area helps me gain extensive knowledge about the spaces, venues, and vendors in my area. I can be considered an "expert" in the New York City region for event planning, so clients who wish to have an event/get married here are looking FOR me!
- At the same time, when I handle client onboarding, the first question I ask is... "where do you want to have your event." Geography will determine everything - guest count, accommodation requirements, weather conditions, attire recommendations, and the best time of year that they can have their event.

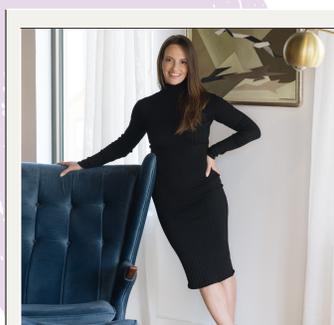
For example, if a client wishes to have an outdoor event in Miami, we know that we are not beholden to a certain time of year and can take advantage of any "off-season" dates!

- DECOR -

If the wedding is in Spain, are we keeping the natural elements in mind when creating the design? Are we bringing in olive trees? What colors are we incorporating for a Spanish wedding? Are we doing Monstera Trees for a tropical wedding in the Caribbean?

- CUISINE -

Similarly to decor - the geography of the region will dictate the food and beverage we serve! I love making sure that certain areas are reflected in the cuisine throughout the evening.



Ani Wolff
Ani Wolff Luxury Wedding

Planner

New York City and surrounding areas

[Link to Instagram](#)

- LOGISTICS -

- Using geography is BEYOND important for putting together the actual logistics of the wedding day! Firstly - there's always weather to be considered. The geographic location of the event will determine weather patterns and will influence the chosen date and time of the event.
- We can get even more detailed here - the topography and geography of the venue will determine what we need to bring to enhance guest experience

For example - is the event outdoors and do we need to bring in flooring to make the ground even? Do we need to bring in landscaping for this event? Does the flooring/landscaping need to be dictated by the weather patterns of the area?

EXPERIENCE

Business, Finance and Sales



FIND LOCAL GEOGRAPHERS

INSTRUCTIONS CONDUCT AN ONLINE SEARCH TO FIND LOCAL INDIVIDUALS WHO DO THE JOB YOU ARE INTERESTED IN.

WRITE DOWN THEIR NAME, JOB TITLE, AND USE THE LINES TO WRITE DOWN WHAT THEY DO

Name: _____

Job Title: _____

Name: _____

Job Title: _____



EXTENSION IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

Business, Finance and Sales



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS

 *Business, Finance and Sales*

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Business, Finance and Sales



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED
BY THESE THEMES?

HOW DOES THIS CAREER IMPACT
THESE THEMES?

 *Business, Finance and Sales*

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Marketing and Advertising



CAREER EXPLORATION



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How could you make an impact in the world with these jobs?

EXPLORE

Marketing and Advertising

APPLYING GEOGRAPHY

Marketing and Advertising

Utilizing geographic data to **target specific customer segments** in different regions, tailoring advertisements to local preferences, languages, and cultural nuances for maximum impact. Incorporating geographic insights to **divide markets into distinct segments** based on location-specific factors such as demographics, psychographics, and buying behaviors, enabling more personalized and effective marketing strategies. Leveraging geographic data to **gain insights into consumer behavior, preferences, and spending patterns** in different regions, enabling marketers to tailor their messaging and offerings to meet the specific needs of local customers.

Creating localized marketing campaigns that are tailored to the unique characteristics and preferences of specific geographic regions, including local events, customs, and traditions to establish a stronger connection with the target audience. In addition, **geomarketing analysis** uses geographic data analysis to evaluate the performance of marketing campaigns in different regions, identifying trends and opportunities for improved targeting and customer engagement in specific geographic markets. Implementing **location-based promotions and incentives** to attract customers from specific geographic areas, leveraging geographic insights to customize offers and discounts that resonate with the local audience. Utilizing geographic insights to **deliver targeted digital marketing campaigns**, including geo-targeted advertisements, location-based mobile marketing, and personalized messaging based on the user's geographic location.

Leveraging geographic understanding to **select optimal locations** for retail stores and outlets, considering factors such as foot traffic, competitor proximity, and the demographic composition of the area to maximize sales potential. Using geographic data to **identify potential new markets for business expansion**, considering factors such as consumer demographics, cultural preferences, and economic conditions in different regions for informed decision-making.

Incorporating geographic knowledge to develop **regional branding strategies** that resonate with the cultural values and identities of different geographic locations, fostering a stronger brand connection with local communities. Utilizing geographic knowledge to understand international market dynamics, including cultural differences, language preferences, and regional advertising regulations, to develop effective marketing strategies for global market expansion.

Marketing and advertisers **use competitive analysis** by applying geographic understanding to analyze the competitive landscape in different regions, including competitor locations, market share, and pricing strategies, to develop effective competitive marketing strategies. Incorporating geographic insights to **coordinate and promote marketing events** in different regions, considering factors such as local event calendars, community interests, and cultural festivities to ensure maximum attendance and engagement.





Marketing and Advertising

"A significant portion of academic research on marketing strategy focuses on how national brands of repeat-purchase goods are managed or should be managed. Surprisingly little consideration is given in this tradition to the extended role of geography, i.e. distance and space. For instance, manufacturers of brands in non-durable product categories are well aware of the fact that their national brands perform very differently across domestic U.S. markets. Geography has become an important practical component of marketing strategy. Consumer immobility, transportation cost of the firm, advertising "markets," retailer trade areas, distribution channels, etc. are all ingredients that make a case for the relevance of physical space in marketing and strategy. Spatial price discrimination, sustenance of asymmetric market power, etc., are likely an outcome of using geographical space as a source of differentiation in competition even when product differentiation is not enough to sustain profits."

- Bart J. Bronnenberg & Paulo Albuquerque (2003). *Geography and Marketing Strategy in Consumer Packaged Goods*. *Geography and Strategy*, 20. [Link to Article](#)

"While the advertising industry displays an increasingly sophisticated awareness of 'the difference that place makes', geographers have undertaken remarkably little research on advertising despite the interest of many of those who have inspired recent work in cultural geography. The audiences' culturally constructed knowledge plays an active role in the 'decoding' of media messages. Their understandings are also likely to vary significantly from place to place and time to time, suggesting that we need to develop a more subtle cultural geography as well as a more grounded cultural politics of advertising. Recent developments in cultural geography provide a range of approaches that might allow for the advancement of a more complex cultural politics, focusing on advertising's 'uneasy pleasures'. Advertisers are, of course, increasingly aware of the growing sophistication of their audiences, making more demands of them in order to get them involved with their messages, to interact with the product as part of the cultural work of interpretation. Advertisers are already beginning to exploit the potential of new technologies such as the Internet".

- Peter Jackson and James Taylor (1996). *Geography and the Cultural Politics and Advertising*. *Progress in Human Geography*, 20(3): 356-371. [Link to Article](#).



Joe Scarpaci, PhD
Executive Director,
Center for Study of
Cuban Culture &
Economy
[Link to Interview](#)

"Geography's interdisciplinary approach provided an excellent foundation for international marketing, which itself draws on several concepts relating to economic, cultural, and methodical foundations found in geography; however, it's worth noting that business administration faculty often view interdisciplinary affiliations as "weak". My "jack-of-all trades" geography training, however, was encouraged. When it comes to publications, books are not as valued as in geography, and the peer-review process is much more rigorous. All in all, my geographical fieldwork methods, foreign language training, ability to synthesize material, etc. have been assets to my work in international marketing. The ability to synthesize both qualitative and quantitative information, as well as the ability to effectively display my work in visual and written formats and my Spanish language skills are the tools I most rely upon. Working in Cuba, I was amazed by how many "experts" on Latin America or Cuba had so little knowledge about flora, fauna, political and social history and theory, and climate patterns. I'd sat in on so many lectures where these basic factors — which would be immediately picked up by geography students — were totally absent."

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Marketing and Advertising



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EXPAND

Marketing and Advertising



TAKE IT GLOBAL
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CAREERS IN DIFFERENT REGIONS



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Latin America and Caribbean	Europe
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EXPAND

Marketing and Advertising



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



Marketing and Advertising

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Technology

CAREER EXAMPLES



Technology

- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Information Technology (IT) Manager
- IT Consultant
- Systems Analyst
- Database Administrator
- Network Administrator
- Software Designers, Quality Assurance Analysts and Testers
- Front-end Web Developers
- Mobile App Developer
- Cybersecurity / Information Security Analyst
- Cloud Architect
- AI/Machine Learning Engineer
- IT Project Manager
- Technical Support Specialist
- IT Security Specialist
- Business Intelligence Analyst
- UX/UI Designer
- IT Auditor
- IT Trainer
- IT Sales Professional
- Enterprise Architect
- DevOps Engineer
- Blockchain Developer
- Big Data Engineer
- Quality Assurance (QA) Analyst
- Network Engineer
- Information Systems Manager
- Technology Risk Manager
- Digital Marketing Technologist
- IT Operations Manager
- Product Manager (Technology)
- IT Compliance Manager
- Systems Engineer
- Technology Consultant
- Telecommunications Specialist
- IT Business Analyst
- E-commerce Specialist
- Technology Journalist
- Data Scientists
- Location Analyst
- Coding / Computer Programmers
- Computer and Information Research Scientists
- Computer Systems Analyst
- Geomatics Plan Technician
- Instructional Designer



EXPLORE

Technology



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EXPLORE

Technology

APPLYING GEOGRAPHY



Technology

Using **geographic data and mapping technologies to analyze and visualize business data**, including customer locations, market trends, and regional sales performance, to make informed business decisions. **Developing and implementing location-based services and applications** that use geographical information to provide users with personalized and relevant content based on their current or specified location.

Applying **GIS technologies to analyze and manage business-related spatial data**, such as customer locations, supply chain routes, and market demographics, for effective decision-making and resource allocation. Using **geographic data and remote sensing technologies** to monitor and manage assets and operations in different geographic locations, enabling businesses to make real-time decisions based on geographical insights.

Leveraging **geographic insights to target specific customer segments** in different regions, tailoring marketing campaigns and advertisements based on the unique characteristics and preferences of local markets. Leveraging **location-based data analysis to gain insights** into customer behavior, market trends, and competitive landscapes in different regions, enabling businesses to develop effective strategies and solutions. Incorporating geographic knowledge **to plan and optimize network infrastructure**, considering factors such as geographic coverage, population density, and terrain features to ensure efficient and reliable connectivity.

Implementing **location-based security measures to protect sensitive business data**, using geographic information to define and enforce access permissions based on the physical location of employees and devices.

Utilizing geographic insights to **optimize supply chain operations**, including transportation routes, warehouse locations, and distribution centers, to ensure timely and cost-effective delivery of products and services.

Designing user interfaces and applications that adapt to the user's geographic location, providing customized content, language options, and relevant services based on the user's location and preferences.

Leveraging geographic understanding to **manage and coordinate teams operating in different locations**, considering factors such as time zones, cultural differences, and communication preferences to ensure effective collaboration and project management.

Applying geographic data analysis to identify patterns and trends in business operations, market demand, and customer behavior across different geographical regions, enabling businesses to make data-driven decisions and improve performance.

Developing and implementing smart city technologies that use geographic data to improve urban infrastructure, public services, and resource management, contributing to sustainable and efficient city operations.



Technology

MEET THE GEOGRAPHERS



Technology

"In my opinion, the ability to think spatially is a geographer's greatest strength — the world is full of challenges that need 3D thinking to solve them efficiently. Throughout the course of my career, my strategy has shifted from viewing geocomputation tools as means on their own, to a more auxiliary, albeit important role. In many real-life business scenarios, one can solve spatial problems without geographical methods; however, in my case, geocomputation tools such as GIS, spatial statistics, and web mapping have certainly enabled me to find the needle in the haystack faster than otherwise and in a way that is visually compelling and factual. In businesses where you have physical assets, there is a real need to analyze the human and physical factors that affect the management of these across time and space. Human geography variables like population density, traffic patterns, and infrastructure may affect demand depending on the type of business. In my career, I've also focused on measuring the impact of physical geography and meteorological variables, everything from elevation to distinct weather variables and natural disasters."



Nicolas Saraviam
GIS Consultant and
Start Up Advisor
[Link to Interview](#)

"Taking geography classes as an undergraduate student was very helpful to prepare me for my future jobs. Understanding geography is a critical foundation to a GIS career path. Things like surveying, GPS, projections, and coordinate systems were required knowledge for all of my positions. Cultural geography also plays a role in my current position. For geographic skills and information: Understanding projections and coordinate systems is always needed in a GIS line of work. It is the foundation for most GIS operations. The other most useful geographic skill is understanding the geographic software. I use it all day every day, so being familiar with the software and the geographic functions inside of it is critical. Census and related demographic datasets are used frequently in my line of work. It is very useful to be able to take tabular data, attach it to a geography, and then parse that data out by other geographies. Most geographic data is useful in business. Data such as geographic boundaries, road networks, addresses, and demographics are all used on a regular basis."

"My work includes geospatial information delivery and analysis for Claim senior leadership and field offices. Part catastrophe response, part improving everyday claim handling processes. All the data I work with has a spatial component to it, and we often work with thousands (sometimes millions) of records at a time, necessitating strong geography and computer science skills to efficiently store, process, and analyze data, and to deliver actionable outputs. Geographic concepts that I use in my daily work are important for things such as asking what business problems have a spatial component to them or analyzing the spatial relationship between two or more datasets (e.g. spatial joins and other geospatial analysis). I also need to understand a wide variety of spatial data formats, how to convert between them, and what formats are most appropriate for a given use case (e.g. basic raster and vector formats, enterprise SQL databases, APIs, published feature services, etc.). Finally, I need to know when to use geographic coordinates versus a projection (and what an appropriate projection might be)"



Sean O'Brien
GIS Analyst, U.S. Bank
[Link to Interview](#)



Tracy Whelen
Geospatial Consultant
Travelers Insurance
[Link to Interview](#)

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Technology

Latin America and Caribbean

Europe

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Central Asia and Russia

East Asia

South Asia

Oceania

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MAKING CONNECTIONS

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