Creative Path

CAREER CATEGORIES

Sports, Arts, Design, Entertainment and Media

Fashion Industry

Marketing and Advertising
CAREER EXAMPLES

Sports

- Athletes and Sports Competitors
- Athletic Director
- Athletic Trainer
- Coaches and Scouts
- Fitness Instructor
- Sports Agent
- Sports Official and Referees
- Sports Team Owners and Managers
- Sports Psychologist
- Sports Nutritionist
- Sports Medicine Physician
- Strength and Conditioning Coach
- Sports Broadcaster
- Sports Journalist
- Sports Marketer
- Sports Event Coordinator
- Sports Facility Manager
- Sports Equipment Manager
- Sports Photographer
- Sports Physical Therapist
- Sports Lawyer
- Sports Sponsorship Manager
- Sports Public Relations Specialist
- Sports Data Analyst
- Sports Statistician
- Sports Announcer
- Sports Marketing Manager
- Sports Sales Representative
- Sports Content Creator
- Sports Social Media Manager
- Sports Operations Manager
- Sports Brand Manager
- Sports Information Director
- Sports Event Planner
- Sports Facility Coordinator
- Sports Performance Analyst
- Sports Product Developer
- Sports Licensing Manager
- Sports Retail Manager
EXPLORE

Sports, Arts, Design, Entertainment & Media

CAREER EXAMPLES

Arts and Design

- Actors and Actresses
- Art Directors
- Craft and Fine Artists
- Dancers and Choreographers
- Drama, Theatre Arts and Stagecraft
- Fashion Designer
- Floral Designer
- Graphic Designer
- Industrial Designer
- Interior Designer
- Multimedia Artists and Animators
- Music Composers
- Musicians and Singers
- Painters
- Special Effects Artists and Animators
- Illustrator
- Creative Director
- Visual Designer
- User Experience (UX) Designer
- User Interface (UI) Designer
- Web Designer
- Art Teacher
- Museum Curator
- Gallery Manager
- Photographer
- Videographer
- Set Designer
- Costume Designer
CAREER EXAMPLES

Entertainment and Media

- Actors and Actresses
- Announcers and Disc Jockeys
- Art Directors
- Authors, Writers (Screen writers) and Poets
- Broadcast, Sound, and Video Technicians
- Comedians
- Dancers and Choreographers
- Drama, Theatre Arts and Stagecraft
- Editors
- Film and Video Editors and Camera Operators
- Interpreters
- Lifestyle Influencer // Content Creator
- Location Managers
- Music Composers
- Musicians and Singers
- News Analyst, Reporter, Journalist, and Broadcaster
- Photographer
- Producers and Directors
- Translator
- Video and Web Blogger
- Graphic Designer
- Multimedia Artists and Animators
- Special Effects Artists and Animators
- Cinematographer
- Sound Designer
- Production Designer
- Costume Designer
- Makeup Artist
- Casting Director
- Stunt Performer
- Set Designer
- Talent Agent
- Publicist
- Entertainment Lawyer
- Talent Manager
- Event Planner
- Podcast Host
- Advertising Executive
- Media Buyer
- Public Relations Specialist
- Copywriter
EXPLOR
Sports, Arts, Design, Entertainment & Media

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

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

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

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

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Sports are extremely influenced by geography.

Some sports are very much engrained into the culture of some countries, such as Cricket in India, Rugby in Australia and New Zealand, or soccer (futbol) in Europe and South America. There is even regional divides in the United States, for example: hockey and other winter sports such as skiing and snowboarding are very popular in the Northern portion of the country, but have very little presence in the South.

Geography can have a profound impact on athletes in terms of training conditions, competition opportunities, cultural influences, and access to resources and support. Understanding and adapting to geographical factors can be essential for athletes to maximize their potential and achieve success in their chosen sport. A lot of times weather conditions impact athletes and they need to adapt to in order to perform well.

Coaches work to train athletes in the necessary skills to succeed both in their team and their sport. The geographic location can impact the type of sport that coaches specialize in, and the culture of the region as well.

Scouts can travel both nationally and internationally to evaluate and recruit athletes to play for their teams. Scouts must be aware of differences in culture and playing styles that may stem from differing geographic regions within both the United States and beyond. They must also have the knowledge of which sports are dominant in different states, regions, and countries to know where to recruit potential players. They might go to the American south to recruit American football players, the Midwest or Canada for hockey players, South and Central America for baseball and soccer, or even China for basketball players.

Sports officials/referees/umpires and other sports officials are responsible for maintaining the standards of athletic or sporting events conducted within a geographic location. Geographic features such as topography of a place influences the emergence, development and administration of sports events. In addition, sports officials can use cameras, drones, GPS and GIS technology to get live feedback, map boundaries and to monitor the unfolding of the games, for example, marathoners and triathlons use GPS trackers to get the precise location of the athlete from start to finish.

Sports team owners and managers use geographic knowledge to make informed decisions, engage with their fan base, optimize operations, and maximize the success of their team on and off the field.

Furthermore, critical sports geographers study how sports contributes to the meaning of space and place.
Drama, theatre arts, and stagecraft encompasses the art of creating and presenting live performances. Geography plays a significant role in this craft by shaping the setting, influencing the set and costume design, providing cultural context, guiding lighting and sound design, impacting touring logistics, and enhancing audience engagement.

Musicians, music composers and singers encompass cultural geography. The genre of music is based upon geographic location, e.g. country is centered in Nashville, New Orleans is home to jazz, and the Bronx in New York City is known as the birthplace of hip hop. Salsa can be a blanket term to describe the dance music that comes out of Latin America and the Caribbean. The instruments used are also based upon geography and cultural factors, e.g. jazz uses trumpet, saxophone, trombone, clarinet, and piano. While country music uses the fiddle, steel guitar, harmonica, piano, guitar, and drums. Regionally there are instruments that are specific like Latin America utilizing congas, steel drums, maracas, and bongos.

Art and design also includes painters. Geography provides artists with a diverse range of subject matter, influences the atmosphere and lighting in their work, helps depict spatial relationships, and adds cultural and historical context. Understanding geography allows artists to create engaging and meaningful artwork that reflects different geographic locations.

Art directors are responsible for the visual style and images in various forms of media. The publication layouts or film production designs that they oversee need to be culturally, socially, and economically sensitive for their target audiences. Those variables are often tied to, and change with, location. Geographic knowledge gives the director the ability to create meaningful, culturally relevant and visually impactful projects.

Geography plays a role in shaping the artistic vision and practice of craft and fine art by giving them a unique lens to express their creativity and contribute to the cultural identity and artistic diversity of their region. Geography will help with knowing the consumer base among other things.

Multimedia artists and animators and special effects artists and animators create computer-generated images for media and entertainment. Effective artists should have a well-rounded grasp of both physical and human geography in order to model that space virtually. They must understand landscapes and the physical processes that form them in order to render them digitally. Likewise, if portraying human subjects and their interaction within a virtual environment, they must understand the people, culture, and language of a place, even if it is purely an imaginary one.

Designers have a keen eye and are able to create visually spectacular end products all while using geographic knowledge to guide their designs. For example, floral designers need to consider seasonal availability, native and local flora, symbolism and cultural significance of certain flowers; an interior designer considers space, place, scale, and location when designing spaces.
Entertainment and Media

Geography impacts the **entertainment industry** in several ways such as influencing the production, distribution, and consumption of the various forms of entertainment. Geography determines the selection of filming locations, the development of regional film industries, cultural diversity, audience preferences, international collaborations, and global cultural exchange.

**Actors** who have an understanding of geography can help develop their acting by providing understanding of context and nuances to the characters and stories they portray, such as accent, dialect, setting and environment. It helps actors bring authenticity, depth, and cultural sensitivity to their performances and engage audiences and convey meaningful storytelling.

Even **comedians** need geographic knowledge for cultural references, crowd work, tackling cultural differences and stereotypes, and observational comedy. Not to mention it will help with setting up travel and tour dates.

**Dancers and choreographers**, an art, is also entertainment. Geographic location affects what kind of dance the dancers and choreographers perform. Different regions of the world perform different dances, like Latin culture is full of rumbas, sambas, salsas, and tangos. While African dance relates closely to ancestral tribal warrior dances.

**Authors and writers** use geographic knowledge to influence their storytelling, whether it be as biographers, bloggers, content writers, copywriters, novelists, playwrights, screenwriters, or speechwriters. A scene is set and environment and human interactions unfolds.

The **media** is inherently geographic comprised of local, state, and national radio stations, news stations and broadcasts. Understanding local demographics helps **announcers, disc jockeys and local news analysts** to engage with the audience and talk about relevant stories. **Journalists** cover stories in geographic locations due to geographic factors such as weather, geopolitics, humanitarian aid efforts, and economics.

**Photographers** who contribute to both entertainment mediums and to media outlets can thrive from geographic knowledge to enhance their ability to select locations, adapt to different lighting and weather conditions, response environmental and cultural considerations, and capture images that convey the beauty of a place or subject.

A budding career choice thanks to social media is the **influencer** and **video blogger**. Even in these work for yourself jobs knowing geography is vital to provide location-based content, develop a regional or cultural focus for your brand, find local partnerships and collaborations, showcase local events and festivals, share geographic locations through travel itineraries and plans, promote environmental awareness and sustainability, and understand audience engagement and targeting practices.
Sports

Critical sports geographers are concerned with societal impacts and how sports contribute space and place meaning. [...] Geographers seek to better understand the significance of a sports team in relation to the culture and political identity of a place, investigate issues relating to inclusion and exclusion or to address why people migrate to particular countries. [...] we are challenged to ask questions that relate to geography when watching the Summer or Winter Olympics or understanding politically contested histories, such as when England and Argentina meet in the FIFA World Cup, or when Real Madrid play against FC Barcelona. Alternatively, professional sports teams spread their influence through their brands to develop global fan bases and gain media contracts in new markets; we see this with football clubs such as Manchester United, Liverpool or Chelsea from England or professional baseball teams such as the New York Yankees or Los Angeles Dodgers from the USA. The elite leagues in the world are thus able to attract the best talent from around the world which gets us looking at issues surrounding athlete and talent migration. These are just a few questions and points of interest to geographers.


Arts and Design

“For me geography is a combination of culture and place. It’s important to recognize the history, beliefs, and customs of people of a particular region, [...] it helps to study the big picture and to find a common ground. When I was studying the local traditional music in south India, it was new to me and had to learn the music by ear. Because in south Indian classical tradition, if you are looking at a piece of paper [sheet music], then you don’t know the music and don’t know what you are doing.”

Entertainment and Media

“The broad overview of human and physical geography, as well as in cartography technology I received was ideal for the position I have now. On any given day, you might find me writing a piece about plate tectonics, followed by another on politics in Kyrgyzstan, and yet another on spatial organization or mental maps. The broadness of geography as a discipline allows me to combine knowledge and skills from other fields of study in creating pieces and developing our websites.”
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.
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Fashion Industry

CAREER EXAMPLES

Fashion Designers
Seamstresses
Models - fashion (editorial) models, runway models, commercial models (who feature in catalogues, adverts, billboards, websites and social media), fitness models, or swimsuit models
Creative Director
Garment technologist
Textile designer
Fashion illustrator
Pattern cutter/ grading
Stylist
Studio manager
Retail manager
Event manager
Tailor
Jewelry Designer
Shoe Designer
Accessories Designer
Copywriter
Social media assistant
Personal stylist/personal shopper
Fashion buyer
Fashion merchandiser
Fashion consultant
Visual merchandiser
Fashion writer
Graphic designer
Fashion photographer/filmmaker
Fashion blogger/vlogger
Fashion marketing and PR
Trend forecaster
Boutique owner
Ecommerce manager
Wardrobe assistant
Costume designer
Makeup artist
Skincare
Hair stylist
Teacher/ lecturer
Sustainability Officer
Transportation Logistics
Supply Chain Logistics
Material developer
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?

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

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

- ______________________
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Fashion designers create original clothing, accessories, and footwear. For some fashion designers, the first step in creating a new design is researching current fashion and making predictions about future trends, such as by reading reports published by fashion industry trade groups. Other fashion designers create collections using a variety of inspirations, including art media, their surroundings, or cultures they have experienced and places they have visited. After they have an initial idea, fashion designers try out various fabrics and produce a prototype, often with less expensive material than will be used in the final product. They work with models to see how the design will look and adjust the designs as needed. Although most designers first sketch their designs by hand, many now also sketch their ideas digitally with computer-aided design (CAD) programs. CAD allows designers to see their work on virtual models. They can try different colors, designs, and shapes while making adjustments more easily than they can when working with real fabric on real people. Designers produce samples with the actual materials that will be used in manufacturing. The design process varies, but it generally takes 6 months, from initial design concept to final production, to release either the spring/summer or fall/winter collection. The Internet and e-commerce allow fashion designers to offer their products outside of traditional brick-and-mortar stores. These designers ship directly to the consumer, without having to invest in a physical shop to showcase their product lines of collections.

Geography is important for fashion designers in understanding relationships between people, places, culture, and economics, and how successful clothing and other fashions are dependent on sensitivity to location. Geography plays a role to determine the sourcing of materials, for example silk from China, cashmere from Mongolia, cotton from India, or leather from Italy. Cultural traditions can determine how materials are colored and dyed. And garment production and manufacturing is largely influenced by geographic factors to account for transportation, shipping costs, supply chain efficiency, and trade policies for raw materials and finished goods. The fashion capitals of the world have their influence across the industry each with their distinct fashion identity and fashion houses (New York, Paris, Milan, and London). Cultures have distinct styles, traditions, and aesthetics influenced by their geographic context. Fashion marketing and retail strategies understand and analyze the geographic distribution of target markets, demographics, consumer preferences, and purchasing behaviors. Geography is essential in promoting sustainable fashion practices and supply chain transparency. Geography also influences where fashion events and runway shows are held. Pay attention to any Fashion Week and you can tell geography was a considerable factor.

LEARN MORE: www.powerfulgeography.org @PowerfulGeoUSA
Fashion Industry

When sustainable fashion pioneer Stella McCartney founded her label in 2001, she used the term "sustainable" to define her commitment to never using fur and leather, in part as a means of curbing greenhouse gas emissions produced by animal agriculture. [...] she has proved that it's possible for a luxury fashion label to adhere to strict environmental standards. [...] "I think fashion brands need to talk more about how they're accurately measuring and reducing their carbon footprint instead of just using flowery words," says Maggie Hewitt, designer of cult New Zealand label Maggie Marilyn, who partners with environmental certification company Toitu Envirocare to do just that. Hewitt - who uses only organic cotton, ethically farmed wool, and recycled polyester - has shifted to a seasonless model and publicizes the results of her annual CO2 emissions audit. Paradis Perdus, launching this month, is a carbon-neutral knitwear brand designed by a group of Lanvin and Isabel Marant alums. Care tags on each knit-made from 100 percent recycled cashmere, wool, and cotton-have a QR code that links to the Web site of REMOkey, an independent agency that calculates environmental savings.

- Alison S. Cohn, Excerpt from "Rethinking Sustainability", Harper's BAZAAR, December 2020, p. 58.
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: ________________________

*Extension* If possible, try and interview the person and ask them how they use geography! Write your findings in the open spaces.
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MAKING CONNECTIONS
How is this career impacted by these themes?
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EXPLOREx
Marketing and Advertising

CAREER EXAMPLES

Marketing and Advertising

E-Commerce Marketing Director
User Experience (UX) Director
Marketing Research Manager and Analyst
Marketing Assistant
Marketing Director
Creative Director
Brand/Product Manager
Marketing Executive
Advertising Sales Agent
Sales Channel Development Manager
Art Director
Advertising Account Director
Advertising Manager
Promotions Manager
Marketing Manager
Interactive Art Director
Demand Generation Director
Public Relations Director
SEO Specialist
Digital Marketing Coordinator
Social Media Coordinator
Event Planner
Graphic Designer
Web Designer
Content Marketer
Digital Strategist
Marketing Coordinator
Copywriter
Account Executive
Production Manager
Creative Director
Customer Service Representative
Public Relations Manager
Retail Store Workers
Wholesale and Manufacturing Sales Representative

LEARN MORE  @www.powerfulgeography.org  @PowerfulGeoUSA
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How could you make an impact in the world with these jobs?

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Advertising is a subset of marketing that involves promoting a company, products or services through paid media channels.

In advertising, art directors ensure that their clients’ desired message and image are conveyed to consumers. Art directors are responsible for the overall visual aspects of an advertising or media campaign and coordinate the work of other artistic or design staff, such as graphic designers. Geography skills and awareness are critical for advertisers. The advertising messaging that they oversee need to be culturally, socially, and economically sensitive for their target audiences. Those variables are often tied to, and change with, location. There are famous examples in cross-cultural advertising, for example, of slogans and designs used by companies that were inappropriate for the target culture, and often meant something completely different than intended by the business. Geography skills prevent those mishaps by creating awareness of those differences.

Advertising sales agents use geography to effectively sell advertising space or airtime to clients, in addition to understanding local markets, targeting specific regions, leveraging geo-targeting, and considering logistical and legal factors.
Looking at the five themes of geography, I think we really touch two of those: location and region. Location – we have a network of branches and locations, we monitor other retail marketplaces, where they're coming up, where they're going away; other competitors' locations, where customers are located. Location really is the number one thing that I think applies to what we do in this kind of planning. It's kind of the same thing as real estate: location, location, location, everything is location.

“NIL gives college athletes the ability to make money off of their name, image and likeness. [In a two-year span] over 450,000 athletes have taken part in at least one brand partnership. But let's say your goals don't revolve around national attention, let's say you want to make a huge impact at a local level. In these cases, an NIL athlete might be the perfect brand partner. For example, a Northwestern [University] star basketball player may not garner national attention but for a local Chicago event where consumer foot traffic or local broadcast is the goal it could really be a home run partnership. One last tip when working with these athletes, keep in mind that this might be their first brand partnership or even first national interview in their entire lives so definitely take advantage of a messaging session ahead of time and lean into anecdotal storytelling so that they can speak authentically to their own true experiences.”

“You have to know who you’re talking to at the end of the day. I think we are seeing a lot of that in the United States right now, these cultural shifts. I don't think people look at that and think the word geography, but that's what it is! You need to find the right tone. In marketing and advertising it's all about knowing who they are, what they're feeling -- and that changes over time. It's all about understanding the culture you're talking to.
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.

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**Take it Global**

Find examples of these careers in different regions.
### Marketing and Advertising

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REFLECTIONS

WHAT IS GEOGRAPHY’S ROLE IN THE CAREER THAT YOU ARE INTERESTED IN AND ASPIRE TO BECOME? WRITE A SUMMARY.