EXPLORE
Creative Path

CAREER CATEGORIES

Sports, Arts, Design, Entertainment and Media

Fashion Industry

Marketing and Advertising

EXPLORE
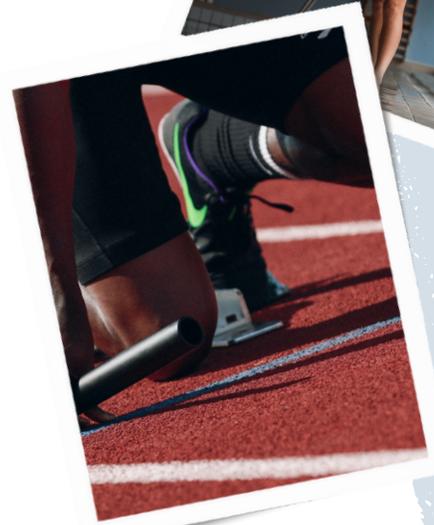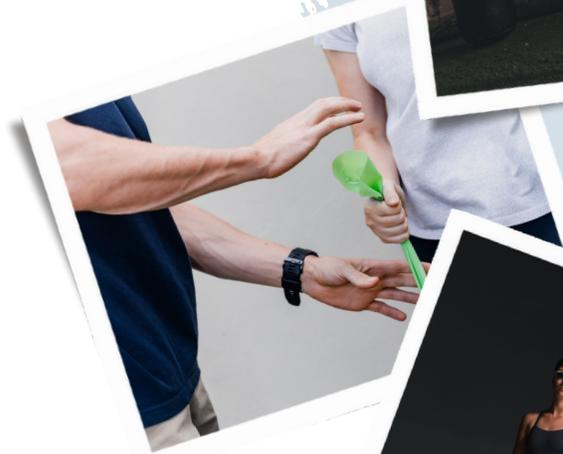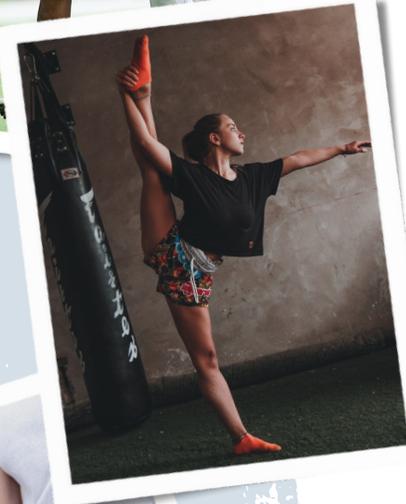## Sports, Arts, Design, Entertainment & Media

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

EXPLORE
Sports, Arts, Design, Entertainment & Media

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
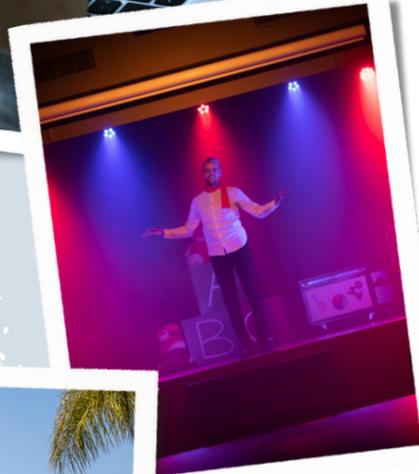
EXPLORE
Sports, Arts, Design, Entertainment & Media

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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EXPLORE
Sports, Arts, Design, Entertainment & Media

APPLYING GEOGRAPHY

Sports

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 (futbal) 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.

EXPLORE
Sports, Arts, Design, Entertainment & Media

APPLYING GEOGRAPHY
🎨 Arts and Design

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.

EXPLORE
Sports, Arts, Design, Entertainment & Media

PG | Powerful Geography

APPLYING GEOGRAPHY

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.
Journalist 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.

EXPERIENCE
Sports, Arts, Design, Entertainment & Media

PG | Powerful Geography

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.

– Nicholas Wise & Geoffery Z Kohe (2020). "Introduction – Sports Geography: New Approaches, Perspectives, and Directions". Sport in Society, 23(1). <u>Link to Article</u>

Arts and Design

Lee Redfield
Musician and Educator
Austin, TX
<u>Link to Interview</u>

"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

Julie Dunbar
Manager of Editorial Development at ABC-CLIO
Colorado
<u>Link to Interview</u>

"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."

EXPERIENCE
Sports, Arts, Design, Entertainment & Media

FIND LOCAL GEOGRAPHERS

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Name: _____

Job Title: _____

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EXPAND
Sports, Arts, Design, Entertainment & Media

Sports

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

EXPAND
Sports, Arts, Design, Entertainment & Media

TAKE IT GLOBAL
Find examples of these careers in different regions

Arts and Design

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

EXPAND
Sports, Arts, Design, Entertainment & Media

Entertainment and Media

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

EXPAND

Sports, Arts, Design, Entertainment & Media

Sports

MAKING CONNECTIONS

How is this career UNDERLINED IMPACTED BY these themes?
How does this career IMPACT these themes?

Physical Geography	Human Geography

Places and Region	Environment and Society

EXPAND
Sports, Arts, Design, Entertainment & Media

Arts and Design

MAKING CONNECTIONS
How is this career IMPACTED BY these themes?
How does this career IMPACT these themes?

Physical Geography	Human Geography

Places and Region	Environment and Society

EXPAND
Sports, Arts, Design, Entertainment & Media

🎬 *Entertainment and Media*

MAKING CONNECTIONS
How is this career IMPACTED BY these themes?
How does this career IMPACT these themes?

Physical Geography	Human Geography

Places and Region	Environment and Society

EXPLORE
Fashion Industry

CAREER EXAMPLES
Fashion Industry

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/grader
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

EXPLORE
Fashion Industry

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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EXPLORE
Fashion Industry

APPLYING GEOGRAPHY

Fashion Industry

Geography plays a significant role in the fashion industry. Understanding the geographic context helps fashion professionals make informed decisions, connect with target markets, embrace cultural influences, promote sustainability, and navigate the dynamic landscape of the fashion industry.

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 polices 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.

Fashion Designers

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.

Fashion Industry

> MICHEL MARTIN, HOST: What are some of the things that concern you most about the fashion industry right now, about the way it operates?
>
> EILEEN FISHER: Oh, well, you know, I think the first thing I would say is we - and I include myself - make too much of the wrong stuff, you know. And I'm working really hard to make more of the right stuff. We have to make things they love, so they want to keep it for three years or 20 years, you know. Other things - I'm passionate about getting the plastic out. Plastic is a huge problem. All the synthetics, polyester, it just makes me crazy. We need to find a way to create stretch materials that are biodegradable, that don't damage our oceans and our planet. And it's sad what we're not doing and what we're not doing fast enough. So if there's any way I can help, I want to do that.
>
> Excerpt from NPR interview September 3, 2022 with Eileen Fisher. Link to Interview

> "We very literally have [incorporated geography]. We have brought designers over to Texas from [South Asia] and have done shows called "Shop South Asia". It was Pakistani and Indian brands coming to the US. Some of them were more Westernized but they all used all of the textiles, bright colors, and hand beaded fabrics that those areas of world are so well known for."

Matt Swinney
Fashion CEO of "Fashion by"
Austin, TX
Link to Interview

> 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 CO_2 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.

EXPERIENCE *Fashion Industry*

FIND LOCAL GEOGRAPHERS

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Name: _____

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

EXPAND

Fashion Industry

Fashion Industry

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

EXPAND

Fashion Industry

🖤 *Fashion Industry*

MAKING CONNECTIONS

How is this career <u>IMPACTED BY</u> these themes?
How does this career <u>IMPACT</u> these themes?

Physical Geography	Human Geography

Places and Region	Environment and Society

EXPLORE
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

EXPLORE
Marketing and Advertising

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

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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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EXPLORE
Marketing and Advertising

APPLYING GEOGRAPHY

Marketing

Geography is a critical aspect of **market research** as it helps analysts understand the spatial distribution of markets, consumer behavior, and competition. They can generate comprehensive and region-specific insights that enable businesses to tailor their marketing and expansion efforts effectively. Geographic information systems (GIS) and other spatial analysis tools are valuable resources that aid in visualizing and interpreting geographical data to make data-driven decisions.

Geography skills and awareness are crucial for **marketing managers**. Large components of their job are understanding consumer behavior and trends, customer needs and satisfaction, and predicting future product placement or change, all of which are tied very closely with, and change with, location. The successful marketing manager understands their markets, and they need to be culturally, socially, and economically sensitive to how those markets can change dramatically with location. One example would be a market manager for a major sports teams. They need geographers to guide local marketing programs including community organization and promotion for game attendance.

Geography is important for **graphic designers** in understanding relationships between people, places, culture, and economics, and how successful idea visualization and communication are dependent on sensitivity to location.

Advertising

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.
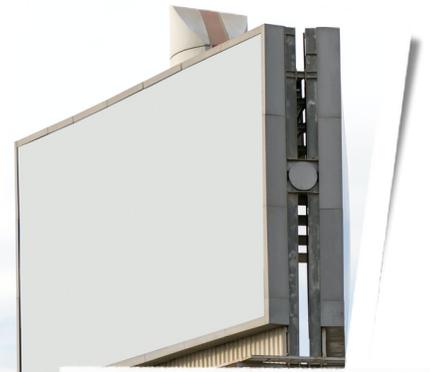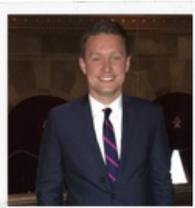
EXPERIENCE
Marketing and Advertising

MEET THE GEOGRAPHERS

Marketing and Advertising

Eric VanSlyke
Sports PR and Communications Director,
Praytell Agency
Based out of New York City, New York
<u>Link to Instagram Post</u>

"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."

John Sauvageau
Vice President - Senior Branch Channel Market Planner,
Citizens Bank
Northeast Region
<u>Link to Interview</u>

Matt Swinney
Marketing and Advertising
Austin, TX
<u>Link to Interview</u>

"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 its 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."

EXPERIENCE *Marketing and Advertising*

FIND LOCAL GEOGRAPHERS

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Name: _____

Job Title: _____

Name: _____

Job Title: _____

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

EXPAND
Marketing and Advertising

Marketing and Advertising

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

EXPAND

Marketing and Advertising

Marketing and Advertising

MAKING CONNECTIONS

How is this career **IMPACTED BY** these themes?
How does this career **IMPACT** these themes?

Physical Geography	Human Geography

Places and Region	Environment and Society

EXPAND
Creative Path