

Career Clusters

What is a Career Cluster?

In today's world, you have to plan for your career early. That means as early as middle school and high school, you should be thinking about what you'd like to do as an adult.

Career Clusters are all about giving you the information you need to decide about your career. A "cluster" describes a group of careers that have specific knowledge (things you know) and skills (things you do) in common. Clusters are groups of occupations and industries that have things in common:

- Common courses you need to take to be prepared for career success
- How well you have to communicate in writing or verbally
- What skills you need to "solve problems" or "figure things out"
- The different ways you'll use computers and technology on the job
- What types of leadership or teamwork abilities are necessary on the job
- Health, safety, and legal responsibilities of different jobs
- Technical skills for "hands on" jobs

Take a look at the list of the 16 Career Clusters on this page.  As you explore each cluster, ask yourself these questions:

- Does the general area interest me?
- Do I think careers in this area would fit my personality and what I value in life?
- Do I want to learn more about how to succeed in this career?

Once you have a general idea of what careers appeal to you, the next step is to find out how to get there. Each cluster contains several career pathways. "Pathways" give you a direction by linking your career interests to a specific educational program. As you move from high school to college, career clusters and pathways can be your guide to make the right choices about your education.

Check out the ICC programs on the reverse side to get your roadmap and start your journey to a great career.

Contact the ICC Career Center for access to career planning tools and more information about occupations. (309) 694-5153



1 College Drive
East Peoria, Illinois 61635

Agriculture, Food & Natural Resources	
Architecture & Construction	
Arts, Audio/Visual Technology & Communications	
Business Management & Administration	
Education & Training	
Finance	
Government & Public Administration	
Health Science	
Hospitality & Tourism	
Human Services	
Information Technology	
Law, Public Safety, Corrections & Security	
Manufacturing	
Marketing	
Science, Technology, Engineering & Mathematics	
Transportation, Distribution & Logistics	

For More Information About Career Clusters
www.careerclusters.org
For information on each of the clusters, click on the "16 Career Clusters" tab.
For information on plans of study, Career Cluster brochures, or interest guides, click on the "Resources" tab.

For More Information on Jobs
Take a look at the online *Occupational Handbook* at:
www.bls.gov/oco/

For current information on Illinois jobs and the occupational outlook, go to:
www.bls.gov/OES/current/oes_il.htm

Marketing

Marketing, sales, and service has to do with persuading consumers to use products and services and making sure those products and services are available. This field offers you a wide range of job opportunities. If you like creating new products or services, you'll find a place here. If you like selling your ideas, you'll find careers in this cluster. Maybe you like to research why people buy what they do or maybe you think you'd like to be the person who decides what's offered in stores. This cluster offers you a chance to do all of these!

Sample Occupations in the Pathways

Marketing Management

Business Owner
Customer Service Representative
Administrative Support Representative

Professional Sales

Real Estate Sales Agent
E-Commerce Specialist
Real Estate Broker
Sales Representative

Merchandising

Merchandising Manager
Sales Associate
Fashion Designer
Floral Designer

Marketing Communications

Advertising Manager
Media Buyer or Planner
Sales Promotions Manager

Marketing Research

Market Research Analyst
Research Associate
Product Planner

Illinois Central College Programs

Career Programs

(Associate in Applied Science Degree in preparation for employment; usually two years of study)

- Marketing/Sales & Retail Management
- Real Estate

Certificate Programs

(less than two years of study in preparation for employment)

- E-Commerce
- Real Estate

For more information about ICC programs, visit
www.icc.edu/catalog



Agriculture, Food & Natural Resources 

Architecture & Construction 

Arts, Audio/Visual Technology & Communications 

Business Management & Administration 

Education & Training 

Finance 

Government & Public Administration 

Health Science 


Hospitality & Tourism 

Human Services 

Information Technology 

Law, Public Safety, Corrections & Security 

Manufacturing 

Marketing 

Science, Technology, Engineering & Mathematics 

Transportation, Distribution & Logistics 

For more information about jobs in this cluster, visit <http://online.onetcenter.org/>

Select the "Find Occupations" column and choose "Career Cluster" from the drop-down menu. On the Career Cluster page, choose the cluster you are interested in from the drop-down menu to view occupational information.