

Type: **Human Services**

Description: **Work in community, residential care, or institutional settings. Evaluate a client's needs, create a treatment plan, and put the plan into action.**

Target Audience: **Group you're trying to reach (i.e. older adults).**

Examples: **Cosmetologist, Counselor, Funeral Director, Social Worker.**

### **INDUSTRY DECK**

Type: **Marketing**

Description: **Getting people interested in your company's (or another company's) product or service.**

Target Audience: **People who you want to see your ad campaign. The customer!**

Examples: **Advertising salesperson, sales manager, real estate agent, floral designer.**

### **INDUSTRY DECK**

Type: **Manufacturing**

Description: **Fabrication, processing, or preparation of products from raw materials.**

Target Audience: **Other businesses, wholesalers, retailers, or business end-users (e.g. restaurants).**

Examples: **Chemical engineer, gas/oil plant operator, jeweler, welder, locksmith.**

### **INDUSTRY DECK**

Type: **Transportation**

Description: **Provide services to move people or goods as well as transportation infrastructure.**

Target Audience: **People needing transportation services or repairs.**

Examples: **Air traffic controller, airplane pilot, automobile mechanic, transportation agent.**

### **INDUSTRY DECK**

Type: **IT**

Description: **Produce software and hardware, but also responsible for servicing such technologies.**

Target Audience: **Companies or organizations, customers, users of technology.**

Examples: **Computer systems manager, IT mechanic, computer programmer, cyber security, computer engineer.**

### **INDUSTRY DECK**

Type: **Hospitality**

Description: **A large subsection of the service industry, mainly comprised of cuisine, tourism, lodging, and recreation.**

Target Audience: **Tourists and restaurant or hotel guests.**

Examples: **Chef, hotel manager, tour guide, travel agent, food service worker.**

### **INDUSTRY DECK**