

# Career Categories

This lesson is designed to help students explore career categories in order to research and prepare for a particular career direction (if not a specific career).

## OBJECTIVES

Students will:

1. Learn about career categories and how they can use them to prepare for a career
2. Connect their top interests and values to career categories
3. Evaluate the career categories they've researched and choose one career that is the most appealing
4. Create an advertisement promoting the career they've researched

## ACTIVITIES

### PART 1

#### Content Knowledge

Ask students to reflect in writing on the three jobs that are most appealing to them for their future. Do these jobs have anything in common? What would they need to study in school for each? Ask volunteers to share responses.

After hearing student responses, discuss the idea of career categories with students. Tell students that career categories provide the essential knowledge and skills for specific career pathways. They also function as a useful guide in developing programs of study bridging secondary and postsecondary curriculum and for creating individual student plans of study for a complete range of career options. As such, it helps students discover their interests and their passions, and empowers them to choose the educational pathway that can lead to success in high school, college, and career.

### PART 2

#### Applying Information

Students should log in to the MEFA Pathway website in order to explore careers. Have them navigate to the Career Search page within the Discover Careers tab. Once students have accessed this page, they should connect their own interests and values to one category or industry.

Grade Level: 10 - 12

#### MEFA PATHWAY LINKS FOR LESSON:

- Career Search
- My Career List

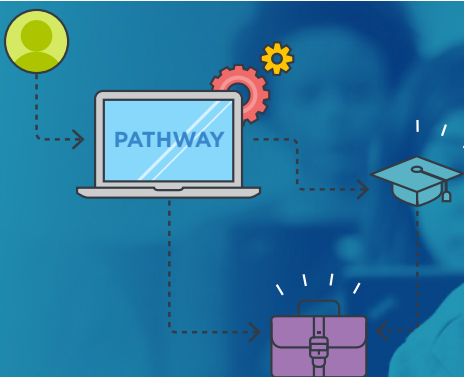
#### SUBJECT AREAS:

- Career Exploration

#### MATERIALS NEEDED:

- Internet connection to work with the MEFA Pathway website
- Advertisement Grading Rubric (attached)
- Career Category Research Handout (attached)

Email any questions to:  
[info@mefapathway.org](mailto:info@mefapathway.org)



# LESSON PLAN

### PART 3

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#### Evaluating Information

Students should complete the Career Categories Research Handout while exploring their chosen career category. They can use the Discover Careers section in MEFA Pathway to research careers associated with that category. Students can add careers they are potentially interested in pursuing onto their Careers List to save for further exploration. After students complete the handout, they should choose which career (of the ones they have researched) they want to create an advertisement for.

### PART 4

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#### Critical Thinking/Creative Application

Students will create an advertisement for the career they have chosen. The advertisement should promote the career they have researched. It should include all relevant information, look professional, and have at least three images.

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# Advertisement Grading Rubric

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CATEGORY	EXCELLENT 4	GOOD 3	SATISFACTORY 2	NEEDS IMPROVEMENT 1
Content Accuracy	All content on the advertisement is accurate. There are no factual errors.	Most of the content is accurate but there is one piece of information that seems inaccurate.	The content is generally accurate, but one piece of information is clearly inaccurate.	Content confusing or contains more than one factual error.
Sequencing of Information	Information is organized in a clear, logical way.	Most information is organized in a clear, logical way.	Some information is logically sequenced.	There is no clear plan for the organization of information.
Effectiveness	Advertisement includes all material needed to give a good understanding of the topic. The advertisement clearly focuses on one career category.	Advertisement is lacking one or two key elements. The advertisement focuses on one career category.	Advertisement is missing more than two key elements. Mostly focuses on one career category.	Advertisement is lacking several key elements and has inaccuracies. Does not focus on one career category.
Use of Graphics	All graphics are attractive (size and colors) and support the topic of the advertisement.	A few graphics are not attractive but all support the topic of the advertisement.	All graphics are attractive but a few do not support the topic of the advertisement.	Several graphics are unattractive AND detract from the content of the advertisement.
Font Choice & Formatting	Font formats (size, bold, italic) have been carefully planned to enhance readability and content.	Font formats have been carefully planned to enhance readability.	Font formats have been carefully planned to complement the content. It may be a little hard to read.	Font formatting makes it very difficult to read the material.
Conventions. Student uses proper grammar, punctuation, and spelling.	Presentation has no misspellings or grammatical errors.	Presentation has 1- 2 misspellings, but no grammatical errors.	Presentation has 1- 2 grammatical errors but no misspellings.	Presentation has more than 2 grammatical and/or spelling errors.

# Career Category Research Handout

1. What is the name of the career category?
  
2. What are the pathways associated with this cluster?
  
3. What are the three most appealing careers to you in this career category and which pathway are they associated with?
  
4. Of the first job you listed: (MEFA Pathway website):
  - a. How does this career match to your interest, values, and skills?
  
  - b. What education, experience and job training is required for this career?
  
  - c. What are some of the daily tasks and work activities of this career?
  
  - d. What are areas of knowledge that may be required of this career?
  
  - e. What kind of wages could you make at this job?
  
  - f. What are some related professions?

5. Of the second job you listed: (MEFA Pathway website):

- a. How does this career match to your interest, values, and skills?
- b. What education, experience and job training is required for this career?
- c. What are some of the daily tasks and work activities of this career?
- d. What are areas of knowledge that may be required of this career?
- e. What kind of wages could you make at this job?
- f. What are some related professions?

6. Of the third job you listed: (MEFA Pathway website):

- a. How does this career match to your interest, values, and skills?
- b. What education, experience and job training is required for this career?
- c. What are some of the daily tasks and work activities of this career?
- d. What are areas of knowledge that may be required of this career?
- e. What kind of wages could you make at this job?
- f. What are some related professions?