**High School Discussion Tool**

***Career:   
Global Brand Manager***

***Name*:**

**CAREER AWARENESS:**

***Before viewing the video***: In the middle column, write what you already know about each question.

***After viewing the video***: In the last column, write additional information that you learned from the video.

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|  | **What I already know** | **What I learned from the video** |
| 1. What is a global brand? |  |  |
| 2. Where are consumers of a global product located? |  |  |
| 3. How does a Global Brand Manager get to know her consumers better? |  |  |
| 4. What kind of travel is involved in this career? |  |  |
| 5. Why is it important to understand other cultures in this career? |  |  |
| 6. What could you do during high school and college to prepare for this career? |  |  |
| 7. How could you use your  world language in this career? |  |  |

**CAREER EXPLORATION**

***Explore the career of GLOBAL BRAND MANAGER more deeply by finding the answers to these questions:***

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|  | **Information that I found** |
| 1. What type of education would you need after high school for this career? Technical school? College? Graduate school? etc. |  |
| 2. What is the demand for this type of job (in Ohio? in the United States? Internationally?) |  |
| 3. How much does this career pay? |  |
| 4. What schools or colleges in Ohio offer programs or courses in this area? |  |
| 5. What skills would you need for this career? |  |
| 6. What level of second language proficiency would be necessary or helpful in this career? Why? |  |

**CAREER PLANNING**

***Research the courses you would need in order to prepare for a career  
 as a GLOBAL BRAND MANAGER.***

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|  | **Information that I found** |
| 1. Visit the website of an  Ohio (or other) college or school that offers a degree in a relevant field for this career. | Name of college/website:  Degree: |
| 2. What are the types of courses that are required for a degree in this field? |  |
| 3. Are there required courses for this degree that surprised you? Which ones? |  |
| 4. What scholarship, intern or research opportunities are available that would help prepare you for this career? |  |
| 5. During your research, what similar careers did you see that might be of interest to you? |  |
| 6. What courses are offered at our high school that would help prepare you for a career in this field?  How do the courses that you select early in life open or close job opportunities for you in the future? |  |