

Firsthand Knowledge

Joel Holland thinks a lot about career preparations. As the producer and host of the national teen career show, *Streaming Futures*, Joel encourages teens to take advantage of career opportunities in high school—just like he’s done himself.

“The courses that helped me the most in high school were in the marketing program,” Joel says. “They were terrific. What I really liked was that the teachers came from business backgrounds themselves, so they really knew about the material. [Also,] the speech and presentation skills I learned in marketing helped me build the confidence necessary to contact and solicit guests for *Streaming Futures*.”

Joel is still working on his own future, too; in addition to his hosting duties, he is earning a business degree at Babson College.

JOEL HOLLAND
Producer & Host of Streaming Futures,
KidzOnline

High School: McLean

CTE Programs Studied: Marketing & Advanced Marketing

Additional Studies/Training: Babson College
 (Entrepreneurship, Marketing & Management)

Marketer

A career in marketing can lead to employment with a major web site, a TV station, a manufacturer, or an institution. In fact, marketing tasks exist in virtually any organization that has a message to convey—which makes marketing a very versatile specialty.

Electives to take in high school

- Marketing
- Advanced Marketing
- International Trade & Marketing
- Principles of Business
- Internet Marketing

What to study after high school

While not all marketing-related careers will require college degrees, many major employers require college credentials for all applicants. A whole host of business, marketing, and management programs are available from both two-year and four-year institutions across the Commonwealth—not to mention respected master’s degree programs.