

Job Sector Marketing Research

Using [Careerpilot](#) you are going to do some research into the following jobs to see how they are marketed. Look at the job profiles and click on any useful links associated with each job.

- Hospital Doctor
- Security Guard
- Soldier
- Sports Coach

Choose one of the jobs and answer the following questions:

1. Do you think that there is a shortage of people doing this job?

2. Do you think that anyone can do this job? i.e. male / female / person with a disability?

3. Do you think that the online resources you have looked at give a fair representation of the job?

4. Do you think that people employed in this job enjoy their job?

5. Do you think there are any challenges associated with this job?

6. Is there anything you haven't been able to find out when researching this job?

Extension: Think about TV shows or films that you have watched or computer games that you have played. Are any of these jobs featured in the media you use? Are these jobs accurately portrayed in the media?