

Name: \_\_\_\_\_

**CAREER WORLD**

## Reading Comprehension: Career Spotlight

**Directions:** Read the story “Connect and Promote” (page 26). Then answer the questions below.

1. What is e-marketing?

- A. Anything done online to promote a business.
- B. Using social media to connect to customers.
- C. Buying products online.

2. List three examples of e-marketing.

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_

3. What is *not* an example of social media marketing?

- A. Becoming a fan of a baseball team on Facebook
- B. Following your favorite radio station on Twitter
- C. Searching for a term on Google and clicking through the sponsored search results

4. According to the article, which skill is the foundation for success in a career in marketing?

- A. adaptability
- B. math
- C. communication

5. What is one other important skill for success in marketing? Explain why the skill is important.

---

---

---

---

---