

Marketing Evidence Brief

NAME _____

DATE _____

PERIOD _____

Career, Audience, and Ethical Message

Current source card: Market Research Analysts and Marketing Specialists - May 2024 U.S. median \$76,950; bachelor's degree typical; 7% projected growth, 2024-34; about 87,200 openings per year on average. These are national occupation measures, not DFW starting pay or a guarantee.

Marketing career selected: _____

Work product or responsibility:

One current BLS fact with date/geography/measure:

One limitation:

Audience, message, and intended action:

One ethical/access/privacy boundary:

One tested revision and evidence:

Word bank: audience/audiencia · work product/producto de trabajo · accurate/exacto · limitation/limitación

Use this frame: The [career] creates or studies [work product] for [audience]. I revised [message] after [test evidence].

Entrepreneurship Evidence

Opportunity and customer need:

Specific deliverable:

Responsibility, risk, control, and price limitation:

Use this frame: The opportunity responds to [need] with [deliverable]. The owner must [responsibility] and control [risk] by [action].

Data-Informed Decision

Family Fun Pass goal and selected strategy:

Number 1 + what it shows:

Number 2 + what it shows:

Quote/pattern + what it adds:

Conflict, limitation, and next test:

Word bank: goal/meta · strategy/estrategia · measure/medida · evidence/evidencia · test/prueba

Use this frame: For the goal [goal], [strategy] is supported by [number] and [second evidence]. The limit is [limit], so I would test [next result].

Changing Conditions

How economic pressure could change marketing work or hiring:

How societal/technology change could change skills or career choices:

One preparation recommendation:

Use this frame: Economic pressure may change **[work/hiring]** because **[evidence]**. Societal or technology change instead requires **[skill/action]** because **[reason]**.

Final Reflection and Revision

Use evidence from CTA, entrepreneurship, data, and changing conditions to explain whether this direction currently fits. Preference itself is not scored.

One visible revision after self-scoring:
