

Career Pathways. *Explore the possibilities.*

The world of work is organized by industry, not by college majors. To help you gain a deeper understanding of this, Career and Professional Development has identified 12 career pathways to guide you to think beyond your major and discover connections to the workforce. Career pathways are a combination of services, resources, and experiences that can help you find a job within a group of related industries.



Advertising
and Marketing

Advertising and Marketing focuses on creating, promoting, and delivering products and services to consumers. Professionals in this field analyze market trends, develop strategies to engage target audiences, and create compelling campaigns to drive consumer behavior. Utilizing a mix of creativity, analytical skills, and strategic thinking, individuals in Advertising and Marketing help businesses build brand awareness, generate leads, and increase sales. Careers in this pathway often require strong communication skills, an understanding of consumer psychology, and the ability to adapt to rapidly changing markets.



Agriculture
and Food

Agriculture and Food offers diverse opportunities focused on producing, managing, processing, and marketing commodities such as food, horticulture, and other plant and animal products. Professionals in this field work to ensure the quality, safety, and sustainability of our food supply, while also contributing to the economic vitality of the agricultural sector. Whether you are interested in scientific research, hands-on farming, or the business aspects of agriculture, the Agriculture and Food career pathway provides numerous opportunities to make a meaningful impact.



Architecture
and Construction

Architecture and Construction is for students interested in designing, building, and maintaining structures where people live, work, and play. In this pathway, students gain knowledge in areas such as architectural design, building systems engineering, and sustainable construction practices. Workers in the built environment design, plan, build and maintain structures, buildings, interiors and landscapes. Some in the field will create the designs and plans for new structures, while others may use the plans to build and manage the people on the project.



Arts, Design,
and Communication

Arts, Design, and Communication encompasses a wide array of professions focused on creativity, expression, and the sharing of ideas and information. This pathway includes careers in visual and performing arts, multimedia production, journalism, broadcasting, public relations, and graphic design. Professionals in these fields use their artistic talents, communication skills, and technical knowledge to entertain, inform, and inspire audiences. Whether crafting compelling stories, designing visually striking media, or performing on stage, individuals in this pathway play a role in shaping culture and the exchange of ideas. Careers in this pathway often require a blend of creativity, technical expertise, and effective communication skills.



Business Management,
Administration,
and Finance

Business Management, Administration, and Finance encompasses a broad range of roles focused on optimizing and overseeing the core functions that drive successful business operations. Professionals in these fields are engaged in planning, organizing, directing, and evaluating business processes to ensure efficiency and productivity. From strategic decision-making to financial oversight and operational support, careers in this pathway are vital for maintaining the financial health and operational effectiveness of organizations across various industries.



Data Analytics,
Cybersecurity, and
Information Technology

Data Analytics, Cybersecurity, and Information Technology focuses on the design, development, and management of technology systems and data solutions. It involves creating and supporting hardware, software, and multimedia systems, as well as applying analytics techniques to transform raw data into actionable insights. Professionals use data mining, machine learning, and data visualization to interpret complex datasets and drive informed decision-making. This pathway also addresses the rapid growth in the cybersecurity field, which includes roles dedicated to protecting systems from threats, investigating cybercrimes, and ensuring data integrity. Careers in this pathway are crucial for advancing technology, safeguarding information, and optimizing data-driven strategies in a rapidly evolving digital landscape.



Education and Human Services

Education involves teaching, training, guiding, and influencing people to gain and apply knowledge and develop skills. Some may work in traditional classroom settings; others may provide student support outside of the classroom.

Human Services professionals manage and coordinate services for individuals and families to address human needs. Professionals in this pathway connect people to services and resources to improve their quality of life. Many jobs are with social agencies, non-profits, and local and state government.



Government and Public Administration

Government and Public Administration is for professionals interested in government, policy, or politics. Careers in this pathway may involve planning, regulating, and impacting a community, county, state, or nation. Government and public administration employees provide regulatory oversight and support for vital services to citizens. They develop, pass, and ensure compliance with policies and laws at the national, state, or local level. You will find almost every type of occupation within the government.



Healthcare and Health Sciences

Healthcare and Health Sciences supports students who are interested in careers within the healthcare sector including patient-serving roles as well as those roles which directly support patient-care providers or advance medical knowledge. Advisors within this pathway are equipped to support students as they prepare for and apply to professional school in the health sciences or seek healthcare opportunities. Whether you are looking to build clinical experiences during college, discuss your academic record at the intersection of your curricular requirements and your professional goals, or discuss the application process for further schooling in health sciences, students should choose this career pathway if they want assistance from the Health Professions Advising team.



Hospitality, Tourism, and Events

Hospitality, Tourism, and Events covers a diverse range of professions dedicated to enhancing the experiences of travelers, diners, and eventgoers. This pathway includes the management, marketing, and operations of restaurants, lodging, attractions, recreation, and travel-related services. Whether working in hotels, restaurants, travel agencies, entertainment companies, or event planning agencies, careers in this pathway are essential for delivering exceptional customer experiences and ensuring the smooth execution of events and hospitality services globally. This career pathway offers opportunities across other functions such as marketing and communications, finance and accounting, technology, security, sustainability, real estate and property management, supply chain management, and government affairs.



Natural Resources, Sustainability, and Energy

Natural Resources, Sustainability, and Energy prepares students for dynamic careers in both traditional and renewable energy sectors, as well as other natural-resource-based industries. This pathway equips students with the skills needed for roles in corporate sustainability, consulting, and entrepreneurship, offering a broad foundation to navigate the complexities of energy and resource management. Advisors within this pathway aid graduates in becoming well-positioned to drive innovation and sustainable practices across industries, contributing to a greener and more resilient future.



Technology, Engineering, and Manufacturing

Technology, Engineering, and Manufacturing is designed for students interested in learning how things work, developing innovative solutions to problems, and creating technologies and products. Those drawn to technology have opportunities to create computer systems and components, integrating hardware and software to create technologies in areas such as embedded systems, networking, and digital devices. Professionals in manufacturing use technology to expand product customization, shorten production time, and increase product durability. The work environment for this career pathway is diverse and can include being in a laboratory, working outdoors, working directly with clients, or behind a computer.

Make an appointment in Handshake at career.vt.edu if you have questions or need help seeing yourself in one of the career pathways.



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