MARKETING CAREER CLUSTER
PATHWAY: MARKETING COMMUNICATIONS

DEGREE/TRAINING REQUIRED Standard Occupational System (SOC) Code	OCCUPATION	KANSAS MEDIAN SALARY[i]	% CHANGE / EMPLOYMENT PROSPECTS	
			KANSAS 2008-2018[ii]	USA 2008-2018[iii]
-Associate Degree **-Certifications** **-On the Job Training** **-2 Yr. Community/Technical Colleges** **-Registered Apprenticeship**				
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	$31.05/hr.	+16%	+10%
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$23.33/hr.	+9%	+7%
41-3011	Advertising Sales Agents: Account Supervisors	$18.99/hr.	+1%	+7%
43-4051	Customer Service Representatives	$13.39/hr.	+25%	+18%
Bachelor's Degrees **Colleges / Universities**				
11-2022	Sales Managers	$40.95/hr.	+16%	+15%
11-2021	Marketing Managers: Trade Show Managers / Marketing Associates	$45.32/hr.	+11%	+12%
11-1021	General and Operations Managers	$35.75/hr.	-1%	+2%
11-3031	Financial Managers: Accounting Managers / Accounts Payable Managers / Assistant Credit Managers / Billing Managers / Credit and Collection Managers /	$37.61/hr.	+8%	+8%

[i] 2008-2018 Kansas Occupational Outlook Study, http://www.dol.ks.gov
[ii] 2008-2018 Kansas Occupational Outlook Study, http://www.dol.ks.gov
[iii] 2010-2011 National Employment Occupational Outlook Handbook, http://www.bls.gov/oco

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	Risk Managers			
11-3021	Computer and Information Systems Managers	$43.93/hr.	+20%	+17%
11-3049	Human Resources Managers, All Other	$41.74/hr.	+12%	+9%
11-2011	Advertising and Promotions Managers: Account Executives / Media Buyers/Planners	$29.84/hr.	-5%	-2%
11-2031	Public Relations Managers	$36.48/hr.	+10%	+13%
11-3011	Administrative Services Managers	$32.22/hr.	+13%	+12%
27-1014	Multi-Media Artists and Animators: Interactive Media Specialists	$14.85/hr.	+5%	+14%
27-1011	Art Directors: Art/Graphics Directors / Creative Directors	$25.04/hr.	+8%	+12%
27-3043	Writers and Authors: Copywriters	$19.29/hr.	+9%	+15%
27-3031	Public Relations Specialists	$21.58/hr.	+23%	+24%
27-1024	Graphic Designers	$18.21/hr.	+9%	+13%
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	N/A	+20%	+21%
Graduate Degrees Colleges/Universities				
19-3021	Market Research Analysts: Research Specialists / Research Assistants	$24.23/hr.	+23%	+28%

N/A = Data Not Available

Employment is projected to:	Growth compared to average:
increase 21 percent or more	Grow much faster than average
increase 14 to 20 percent	Grow faster than average
0increase 7 to 13 percent	Grow about as fast as average
increase 3 to 6 percent	Grow more slowly than average
decrease 2 percent to increase 2 percent	Little or no change

decrease 3 to 9 percent	Decline slowly or moderately
decrease 10 percent or more	Decline rapidly