MARKETING CAREER CLUSTER
PATHWAY: MARKETING MANAGEMENT

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**				
43-4051	Customer Service Representatives	$13.39/hr.	+25%	+18%
Bachelor's Degrees Colleges / Universities				
11-1011	Chief Executives: Private Sector Executives / Entrepreneurs / Owners / Small Business Owners / Proprietors / Franchisees / Presdients / Chief Executive Officers / Partners / Principals	$55.95/hr.	-2%	-1%
11-3021	Computer and Information Systems Managers	$43.93/hr.	+20%	+17%
11-1021	General and Operations Managers: Entrepreneurs / Chief Executives / General Managers / Business and Development Manager / Operations Managers / Senior Managers / Management Trainees	$35.75/hr.	-1%	+0%
11-3031	Financial Managers: Accounting Managers / Accounts Payable Managers / Assistant Credit			

[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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	Managers / Billing Managers / Credit and Collection Managers / Risk Managers	$37.61/hr.	+8%	+8%
15-1071	Network and Computer Systems Administrators	$27.95/hr.	+18%	+23%
11-3061	Purchasing Managers	$36.42/hr.	+0%	+2%
11-3049	Human Resources Managers, All Other	$41.74/hr.	+12%	+9%
11-3011	Administrative Services Managers	$32.22/hr.	+13%	+12%

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
increase 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