



MARKETING CAREER CLUSTER PATHWAY: PROFESSIONAL SELLING

| 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 | | | | |
| 41-9021 | Real Estate Brokers | \$22.26/hr. | 2% | +9% |
| 41-4011 | <u>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products:</u> Outside Sales Representatives / Industrial Sales Representatives / Manufacturer's Sales Representatives / Field Marketing Representatives / Field Representatives | \$31.05/hr. | +16% | +10% |
| 41-4012 | <u>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products:</u> Outside Sales Representatives / Industrial Sales Representatives / Manufacturer's Sales Representatives / Field Marketing Representatives / Field Representatives | \$23.33/hr. | +9% | +7% |
| 41-3011 | Advertising Sales Agents | \$18.99/hr. | +1% | +7% |

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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| 41-1011 | First-Line Supervisors/Managers of Retail Sales Workers | \$14.85/hr. | +1% | +5% |
| 41-9022 | Real Estate Sales Agents | \$17.47/hr. | +11% | +16% |
| 43-4051 | Customer Service Representatives | \$13.39/hr. | +25% | +18% |
| 41-9011 | Demonstrators and Product Promoters | \$7.63/hr. | +3% | +7% |
| 41-2031 | Retail Salespersons: Sales/Marketing Associates | \$9.16/hr. | +6% | +8% |
| 41-9041 | Telemarketers | \$9.43/hr. | 0% | -10% or more |
| Bachelor's Degrees Colleges / Universities | | | | |
| 11-2022 | <u>Sales Managers:</u> Regional Sales Managers / Channel Sales Managers / Client Relationship Managers / Territory Representatives/Managers / Key Account Managers / National Account Managers / Account Executives / Sales Executives | \$40.95/hr. | +16% | +15% |
| 11-2021 | <u>Marketing Managers:</u> Business Development Managers / Account Executives / Field Marketing Representatives | \$45.32/hr. | +11% | +12% |
| 41-9031 | Sales Engineers: Solutions Advisors | \$33.59/hr. | +3% | +9% |
| 11-1021 | General and Operations Managers | \$35.75/hr. | -1% | +0% |
| 11-3031 | <u>Financial Managers:</u> Accounting Managers / Accounts Payable Managers / Assistant Credit 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% |
| 11-3049 | Human Resources Managers, All Other | \$41.74/hr. | +12% | +9% |
| 11-3011 | Administrative Services Managers | \$32.22/hr. | +13% | +12% |

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| Graduate Degrees Colleges/Universities | | | | |
| 19-3021 | <u>Market Research Analysts: Business Development Managers / Solutions Advisors</u> | \$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 |
| 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 |