



## MARKETING CAREER CLUSTER PATHWAY: MARKETING MANAGEMENT

DEGREE/TRAINING REQUIRED  Standard Occupational System (SOC) Code	OCCUPATION	KANSAS MEDIAN ANNUAL WAGE <sup>i</sup>	NATIONAL MEDIAN ANNUAL WAGE <sup>iii</sup>	% CHANGE / EMPLOYMENT PROSPECTS	
				KANSAS 2012-2022 <sup>ii</sup>	USA 2014-2024 <sup>iii</sup>
<b>-Associate Degree</b> <b>-Certifications</b> <b>-On the Job Training</b> <b>-2 Yr. Community/Technical Colleges</b> <b>-Registered Apprenticeship</b>					
43-4051	Customer Service Representatives	\$30,190	\$31,720	+1.6%	+9.8%
<b>Bachelor's Degrees Colleges / Universities</b>					
11-1011	Chief Executives: Private Sector Executives / Entrepreneurs / Owners / Small Business Owners / Proprietors / Franchisees / Presidents / Chief Executive Officers / Partners / Principals	\$142,710	\$175,110	+0.7%	-1.2%
11-3021	Computer and Information Systems Managers	\$101,940	\$131,600	+1.9%	+15.4%
11-1021	General and Operations Managers: Entrepreneurs / Chief Executives / General Managers / Business and Development Manager /	\$87,290	\$97,730	+1.2%	+7.1%

<sup>i</sup> 2012-2022 Kansas Occupational Outlook Study, <http://www.dol.ks.gov>

<sup>ii</sup> 2012-2022 Kansas Occupational Outlook Study, <http://www.dol.ks.gov>

<sup>iii</sup> 2015-2016 National Employment Occupational Outlook Handbook, <http://www.bls.gov/ooh>

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	Operations Managers / Senior Managers / Management Trainees				
11-3031	Financial Managers: Accounting Managers / Accounts Payable Managers / Assistant Credit Managers / Billing Managers / Credit and Collection Managers / Risk Managers	\$92,900	\$117,990	+1.3%	+6.8%
15-1142	Network and Computer Systems Administrators	\$62,550	\$77,810	+1.3%	+7.9%
11-3061	Purchasing Managers	\$88,370	\$108,120	+0.5%	+1.0%
11-3121	Human Resources Managers, All Other	\$88,360	\$104,440	+1.7%	+8.8%
11-3011	Administrative Services Managers	\$72,860	\$86,110	+1.3%	+8.2%

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

