

## High Demand Occupations in Marketing

Kansas

2019

SOC Code	Occupation Title	JVS <sup>1</sup>	ST <sup>2</sup>	LT <sup>3</sup>	Total Score	Rank	Education	Work Experience	Job Training	Median Annual Wage <sup>4</sup>	High Demand High Wage	Career Cluster	Career Pathway	Projected Average Annual Job Openings U.S.
41-2031	Retail salespersons	10	10	10	####	7	No formal educational credential	None	Short-term on-the-job training	\$22,870		Marketing	Marketing	641,300
41-2011	Cashiers	10	10	10	####	9	No formal educational credential	None	Short-term on-the-job training	\$20,060		Marketing	Marketing	661,300
41-1011	First-line supervisors of retail sales workers	9	10	10	####	12	High school diploma or equivalent	Less than 5 years	None	\$36,860		Marketing	Marketing	165,500
43-4051	Customer service representatives	9	10	10	####	13	High school diploma or equivalent	None	Short-term on-the-job training	\$32,960		Marketing	Marketing	387,600
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	8	10	10	####	18	High school diploma or equivalent	None	Moderate-term on-the-job training	\$58,500	✓	Marketing	Marketing	151,100
41-3099	Sales representatives, services, all other	8	9	8	####	32	High school diploma or equivalent	None	Moderate-term on-the-job training	\$57,610	✓	Marketing	Marketing	146,800
53-3031	Driver/sales workers	10	7	7	####	39	High school diploma or equivalent	None	Short-term on-the-job training	\$24,950		Marketing	Marketing	48,800
13-1161	Market research analysts and marketing specialists	8	7	7	####	49	Bachelor's degree	None	None	\$58,080	✓	Marketing	Marketing	90,700
41-2022	Parts salespersons	6	6	6	####	88	No formal educational credential	None	Moderate-term on-the-job training	\$31,040		Marketing	Marketing	30,500
41-2021	Counter and rental clerks	4	7	7	####	89	No formal educational credential	None	Short-term on-the-job training	\$30,580		Marketing	Marketing	58,700
11-2022	Sales managers	6	5	6	####	94	Bachelor's degree	Less than 5 years	None	\$127,000	✓	Marketing	Marketing	39,000
11-2021	Marketing managers	5	4	4	####	129	Bachelor's degree	5 years or more	None	\$125,570	✓	Marketing	Marketing	26,000
41-4011	Sales representatives, wholesale and manufacturing, technical and scientific products	3	5	5	####	132	Bachelor's degree	None	Moderate-term on-the-job training	\$78,140	✓	Marketing	Marketing	36,000
11-9141	Property, real estate, and community association managers	0	6	5	####	165	High school diploma or equivalent	Less than 5 years	None	\$45,810	✓	Marketing	Marketing	31,600
27-1026	Merchandise displayers and window trimmers	5	3	3	####	168	High school diploma or equivalent	None	Short-term on-the-job training	\$28,940		Marketing	Marketing	17,300
41-1012	First-line supervisors of non-retail sales workers	0	5	5	####	178	High school diploma or equivalent	Less than 5 years	None	\$62,250	✓	Marketing	Marketing	37,000
27-3031	Public relations specialists	0	5	5	####	181	Bachelor's degree	None	None	\$51,610	✓	Marketing	Marketing	30,700

41-9041	Telemarketers	0	5	5	####	194	No formal educational credential	None	Short-term on-the-job training	\$24,610		Marketing	Marketing	21,400
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Source: Kansas Department of Labor, Labor Market Information Services (LMIS)

1. Job Vacancy Survey Score is based off of the Spring 2019 Kansas Job Vacancy Survey

2. Short-term Projections Score is based off of the 2018-2020 round of projection data

3. Long-term Projections Score is based off of the 2016-2026 round of projection data

4. Wage data is from the 2019 Edition of the Kansas Wage Survey (data collected in 2018)

\* 2018 Edition of the Kansas Wage Survey, 2019 edition wage data is not available

\*\* 2018 U.S. Wage Data, Kansas wage data is not available

Note: The 2019 high demand list includes 197 high demand occupations out of 780 total occupations.

Note: List only includes occupations with above average demand in one of the three categories and a total demand score greater than or equal to 10