

## High Demand Occupations in Marketing

Kansas

2020

SOC Code	Occupation Title	LT <sup>1</sup>	ST <sup>2</sup>	Kansas Works <sup>3</sup>	Total Demand 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.
43-4051	Customer Service Representatives	10	10	10	30	5	High school diploma or equivalent	None	Short-term on-the-job training	\$33,390		Marketing	Marketing	350,200
41-2031	Retail Salespersons	10	10	10	30	9	No formal educational credential	None	Short-term on-the-job training	\$23,540		Marketing	Marketing	568,100
41-4012	and Manufacturing, Except Technical and Scientific Products	9	10	7	26	19	High school diploma or equivalent	None	Moderate-term on-the-job training	\$61,530	✓	Marketing	Marketing	127,500
41-1011	First-Line Supervisors of Retail Sales Workers	10	10	6	26	21	High school diploma or equivalent	Less than 5 years	None	\$37,650		Marketing	Marketing	131,000
41-2011	Cashiers	10	10	3	23	35	No formal educational credential	None	Short-term on-the-job training	\$21,230		Marketing	Marketing	558,600
11-2022	Sales Managers	5	5	10	20	58	Bachelor's degree	Less than 5 years	None	\$125,380	✓	Marketing	Marketing	35,300
13-1161	Market Research Analysts and Marketing Specialists	8	8	3	19	74	Bachelor's degree	None	None	\$58,200	✓	Marketing	Marketing	84,200
41-3091	Except Advertising, Insurance, Financial Services, and Travel	9	9	0	18	79	High school diploma or equivalent	None	Moderate-term on-the-job training	\$58,870	✓	Marketing	Marketing	123,800
53-3031	Driver/Sales Workers	6	6	6	18	89	High school diploma or equivalent	None	Short-term on-the-job training	\$25,170		Marketing	Marketing	51,300
11-9141	Property, Real Estate, and Community Association Managers	6	6	5	17	97	High school diploma or equivalent	Less than 5 years	None	\$42,930		Marketing	Marketing	26,000
27-1026	Merchandise Displayers and Window Trimmers	4	3	10	17	101	High school diploma or equivalent	None	Short-term on-the-job training	\$27,900		Marketing	Marketing	14,600
11-2021	Marketing Managers	4	4	8	16	108	Bachelor's degree	5 years or more	None	\$132,910	✓	Marketing	Marketing	24,600
41-4011	and Manufacturing, Technical and Scientific Products	4	4	6	14	130	Bachelor's degree	None	Moderate-term on-the-job training	\$87,630	✓	Marketing	Marketing	30,700
41-1012	First-Line Supervisors of Non-Retail Sales Workers	5	4	5	14	136	High school diploma or equivalent	Less than 5 years	None	\$61,290	✓	Marketing	Marketing	28,800
27-3031	Public Relations Specialists	6	6	1	13	152	Bachelor's degree	None	None	\$51,260	✓	Marketing	Marketing	27,100
41-3011	Advertising Sales Agents	4	4	5	13	153	High school diploma or equivalent	None	Moderate-term on-the-job training	\$48,580	✓	Marketing	Marketing	14,400
41-9022	Real Estate Sales Agents	5	5	3	13	155	High school diploma or equivalent	None	Moderate-term on-the-job training	\$38,800		Marketing	Marketing	32,400
41-2021	Counter and Rental Clerks	6	6	1	13	157	No formal educational credential	None	Short-term on-the-job training	\$33,560		Marketing	Marketing	46,100
41-2022	Parts Salespersons	5	6	1	12	171	No formal educational credential	None	Moderate-term on-the-job training	\$32,610		Marketing	Marketing	29,100
41-9041	Telemarketers	4	4	3	11	187	No formal educational credential	None	Short-term on-the-job training	\$26,670		Marketing	Marketing	15,500

Source: Kansas Department of Labor, Labor Market Information Services (LMIS)

1. Long-term Projections Score is based off of the 2018-2023 round of projection data

2. Short-term Projections Score is based off of the 2019-2021 round of projection data

3. KansasWorks Score is based off of job openings posted on www.kansasworks.com during 2nd quarter 2020

4. Wage data is from the 2020 Edition of the Kansas Wage Survey (data collected in 2019)

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