



MARKETING CAREER CLUSTER PATHWAY: MARKETING COMMUNICATIONS

DEGREE/TRAINING REQUIRED Standard Occupational System (SOC) Code	OCCUPATION	KANSAS MEDIAN ANNUAL WAGE ⁱ	NATIONAL MEDIAN ANNUAL WAGE ⁱⁱⁱ	% CHANGE / EMPLOYMENT PROSPECTS	
				KANSAS 2012-2022 ⁱⁱ	USA 2014-2024 ⁱⁱⁱ
-Associate Degree -Certifications -On the Job Training -2 Yr. Community/Technical Colleges -Registered Apprenticeship					
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$74,140	\$76,190	+0.6%	+6.9%
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$54,830	\$55,730	+0.5%	+6.4%
41-3011	Advertising Sales Agents: Account Supervisors	\$41,010	\$48,490	-0.5%	-2.7%
43-4051	Customer Service Representatives	\$30,190	\$31,720	+1.6%	+9.8%
Bachelor's Degrees Colleges / Universities					
11-2022	Sales Managers	\$94,150	\$113,860	+0.9%	+5%
11-2021	Marketing Managers: Trade Show Managers / Marketing Associates	\$112,500	\$128,750	+1.7%	+9%

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

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

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

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11-1021	General and Operations Managers	\$87,290	\$97,730	+1.2%	+7.1%
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%
11-3021	Computer and Information Systems Managers	\$101,940	\$131,600	+1.9%	+15.4%
11-3121	Human Resources Managers, All Other	\$88,360	\$104,440	+1.7%	+8.8%
11-2011	Advertising and Promotions Managers: Account Executives / Media Buyers/Planners	\$68,050	\$95,890	+0.6%	+5.0%
11-2031	Public Relations Managers	\$81,880	\$104,140	+1.0%	+7.1%
11-3011	Administrative Services Managers	\$72,860	\$86,110	+1.3%	+8.2%
27-1014	Multi-Media Artists and Animators: Interactive Media Specialists	\$49,410	\$63,970	+0.9%	+6.0%
27-1011	Art Directors: Art/Graphics Directors / Creative Directors	\$59,760	\$89,760	+0.4%	+2.4%
27-3043	Writers and Authors: Copywriters	\$51,450	\$60,250	+0.4%	+2.3%
27-3031	Public Relations Specialists	\$50,500	\$56,770	+1.1%	+6.2%
27-1024	Graphic Designers	\$40,090	\$46,900	+0.8%	+1.4%
Graduate Degrees					

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Colleges/Universities					
13-1161	Market Research Analysts: Research Specialists / Research Assistants	\$55,180	\$62,150	+2.9%	+18.6%

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
0increase 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