



MARKETING CAREER CLUSTER PATHWAY: MARKETING RESEARCH

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
Bachelor's Degrees Colleges / Universities					
11-2011	Advertising and Promotions Managers	\$68,050	\$95,890	+0.6%	+5.0%
11-2021	Marketing Managers	\$112,500	\$128,750	+1.7%	+9%
13-1161	Market Research Analyst	\$55,180	\$62,150	+2.9%	+18.6%
11-2031	Public Relations Manager	\$81,880	\$104,140	+1.0%	+7.1%
11-2022	Sales Manager	\$94,150	\$113,860	+0.9%	+5%
19-3022	Survey Researchers	\$39,350	\$53,920	+0.1%	+11.6%

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
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

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>

decrease 10 percent or more	Decline rapidly
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