



MARKETING CAREER CLUSTER PATHWAY: PROFESSIONAL SELLING

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					
41-9021	Real Estate Brokers	\$24,020	\$56,860	+0.9%	+1.8%
41-4011	<u>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products:</u> Outside Sales Representatives / Industrial Sales Representatives / Manufacturer's Sales Representatives / Field Marketing Representatives / Field Representatives	\$74,140	\$76,190	+0.6%	+6.9%
41-4012	<u>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products:</u> Outside Sales Representatives / Industrial Sales Representatives / Manufacturer's Sales Representatives / Field Marketing Representatives /	\$54,830	\$55,730	+0.5%	+6.4%

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>

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	Field Representatives				
41-3011	Advertising Sales Agents	\$41,010	\$48,490	-0.5%	-2.7%
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	\$34,700	\$38,310	+0.3%	+4.4%
41-9022	Real Estate Sales Agents	\$37,940	43,370	+1.0%	+2.8%
43-4051	Customer Service Representatives	\$30,190	\$31,720	+1.6%	+9.8%
41-9011	Demonstrators and Product Promoters	\$21,040	\$24,940	+1.6%	+8.9%
41-2031	Retail Salespersons: Sales/Marketing Associates	\$19,970	\$21,780	+0.6%	+6.8%
41-9041	Telemarketers	\$23,350	\$23,530	+0.8%	-3.0%
Bachelor's Degrees Colleges / Universities					
11-2022	<u>Sales Managers</u> : Regional Sales Managers / Channel Sales Managers / Client Relationship Managers / Territory Representatives/Managers / Key Account Managers / National Account Managers / Account Executives / Sales Executives	\$94,150	\$113,860	+0.9%	+5%
11-2021	<u>Marketing Managers</u> : Business Development Managers / Account Executives / Field Marketing Representatives	\$112,500	\$128,750	+1.7%	+9%
41-9031	Sales Engineers: Solutions Advisors	\$74,530	\$97,650	+0.6%	+7.0%
11-1021	General and Operations	\$87,290	\$97,730	+1.2%	+7.1%

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	Managers				
11-3031	<u>Financial Managers:</u> 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%
11-3121	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%
Graduate Degrees Colleges/Universities					
13-1161	<u>Market Research Analysts:</u> Business Development Managers / Solutions Advisors	\$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
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