



Marketing, Sales and Service Careers

Every time you decide to buy a product or a service, you benefit from the work of someone in the marketing, sales and service career cluster. Over 325,000 people work in occupations included in this cluster in the upper Texas Gulf Coast Region (which includes Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Wharton, Walker, and Waller counties). Because the cluster includes many diverse occupations, it is helpful to divide the cluster into several groups. Here are several groups with occupations represented in the Gulf Coast region:

Group	Sample Occupation(s)
Buying and Merchandising	Customer Service Rep
Marketing Information and Research	Market Researcher
Professional Sales and Marketing	Chemical and Pharmaceutical Sales Rep; Wholesale and Retail Buyer; Real Estate Agent, Broker and Appraiser

Wages in the cluster vary quite a bit. A top job, such as market research analyst, can earn someone over \$35 per hour. As in most career clusters, the jobs that pay the best tend to require education or training beyond high school. Most jobs in this cluster pay less than \$15 per hour, but they do not require formal education beyond high school.

Whether you plan to pursue additional training or not, you can begin preparing for a career in marketing, sales and service in high school. Many high schools offer career and technology courses related to this cluster and some have programs that will help you earn a professional certificate while you are in school. The certifications offered include Certified E-Marketing Associate, National Professional Certification in Customer Service, and A*S*K Certification.

So where do you go to learn more about specific occupations in this career cluster? Try the internet. You can find lots of good information there. Also, the Gulf Coast Workforce Board has developed a couple of resources for career planning. One is a “*Focus On*” series of short profiles of high growth industries and occupations in demand in the Gulf Coast region. They are designed to help students and parents plan for the future, <http://www.wrksolutions.com/jobs/focuson.html>. Also check out the Texas Education Agency’s *Achieve Texas* site, <http://www.achievetexas.org>, which provides information and suggested courses of study for specific occupations. Finally, know that the U.S. Department of Labor has lots of great career information, including short videos illustrating what different jobs are really like, www.careervoyages.gov.

For more specific information on the local market for marketing, sales and service, check out the following chart. It will tell you how many people are employed in different jobs and the wages people can expect to earn in these jobs.

In the chart below, highlighted occupations are considered High-Skill/High-Growth Occupations – those that pay well and have considerable opportunities for employment now and in the future.

Upper Texas Gulf Coast Region

SOC Code ¹	Marketing, Sales and Service Cluster Occupational Title	Annual Average Employment 2006	Percent Growth 2006-2016	Total Annual Average Job Openings ²	2007 Hourly Wages
<u>Short-term on-the-job training(Less than 1 month)</u>					
41-2031	Retail Salespersons	77,050	24.5%	4,265	\$11.47
41-2011	Cashiers	58,400	7.5%	3,215	\$8.18
43-5081	Stock Clerks and Order Fillers	30,500	3.3%	830	\$10.59
41-2021	Counter and Rental Clerks	8,100	27.2%	530	\$13.08
41-9041	Telemarketers	5,750	-7.8%	200	\$10.47
53-6021	Parking Lot Attendants	2,950	13.6%	115	\$8.20
53-6031	Service Station Attendants	1,250	32.0%	95	\$9.04
43-4151	Order Clerks	3,650	-21.9%	75	\$12.99
41-9091	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	400	0.0%	5	\$7.62
<u>Moderate-term on-the-job training (1 - 12 months)</u>					
43-4051	Customer Service Representatives	49,250	31.0%	2,895	\$14.37
27-1026	Merchandise Displayers and Window Trimmers	2,600	26.9%	140	\$11.53
41-9011	Demonstrators and Product Promoters	2,550	23.5%	135	\$13.00
27-1023	Floral Designers	1,250	16.0%	55	\$11.45
41-9012	Models	50	0.0%	0	
<u>Long-term on-the-job training (More than 12 months)</u>					
13-1022	Wholesale and Retail Buyers, Except Farm Products	3,000	6.7%	85	\$27.70
<u>Work experience in a related occupation</u>					
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific	32,200	18.6%	1,310	\$29.24
41-3099	Sales Representatives, Services, All Other	9,200	37.5%	560	\$30.06
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	6,050	19.8%	260	\$39.03
41-1012	First-Line Supervisors/Managers of Non-Retail Sales Workers	9,600	9.4%	230	\$37.72
41-9021	Real Estate Brokers	2,200	9.1%	55	\$41.88
<u>Postsecondary vocational training</u>					
41-9022	Real Estate Sales Agents	11,100	14.4%	340	\$25.16
<u>Associate degree</u>					
27-1022	Fashion Designers	100	0.0%	0	NA ³
<u>Bachelor's degree</u>					
19-3021	Market Research Analysts	4,750	26.3%	155	\$35.09
13-2021	Appraisers and Assessors of Real Estate	1,700	20.6%	70	\$22.40
41-9031	Sales Engineers	1,400	17.9%	65	\$47.77

Sources: U.S. Department of Labor Bureau of Labor Statistics and Texas Workforce Commission

¹ Standard Occupational Classification (SOC) Codes refer to a standardized coding system to categorize occupations. To find out more about an occupation, you can go to <http://online.onetcenter.org/find/>, enter the SOC code, and look at a complete description of an occupation.

² Total average openings include total job openings due to both growth and replacements. Job openings due to growth are created by increases in the total number of people employed in an occupation. Job openings due to net replacement estimate the need in existing jobs as workers vacate, change jobs, or leave the labor force.

³ Wage data for this occupation are not available.



Marketing, Sales and Services Plan of Study

Recommended Plan _____
Distinguished Achievement Plan _____

Learner Name _____
Learner Signature _____
Parent/Guardian Signature _____

Date _____
Advisor Signature _____

High School Graduation Plan	9 th Grade	10 th Grade	11 th Grade	12 th Grade
	English I	English II	English III	English IV
	Algebra I	Geometry	Algebra II	Math Elective
	Biology I	IPC or Chemistry	Chemistry or Physics	Science Elective - Lab-based
	World Geography	World History	US History	Economics/Government
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Career Electives Marketing, Sales and Services Career Elective or Language (distinguished) _____	Career Electives Marketing, Sales and Services Career Elective or Language (distinguished) _____
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Career Electives Marketing, Sales and Services Career Elective _____	Career Electives Marketing, Sales and Services Career Elective _____	Career Electives Marketing, Sales and Services Career Elective _____
	Marketing, Sales and Services Elective Courses approved by the Texas Education Agency: Advertising, Entrepreneurship, Fashion Marketing, Food Marketing, International Marketing, Marketing Dynamics, Marketing Education Indep. Study, Marketing Mgt., Marketing Yourself, Principles of Marketing, Professional Selling, Retailing, Services Marketing, and Technology in Marketing.			

This plan of study should serve as a guide. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals