



Marketing jobs represent nearly one in every four jobs in the U.S. economy. Businesses of all types and sizes, including non-profit organizations, use marketing in their local, national and global operations to move products and services from their origin to the end-user.

### Sample Occupations:

- ◆ Manager of sales or information
- ◆ Researcher
- ◆ Sales specialist
- ◆ Demonstrator or product promoter
- ◆ Wholesale or retail buyer
- ◆ Distributor
- ◆ Public relations manager or specialist
- ◆ Marketing communications or promotions manager or specialist
- ◆ Community relations manager or specialist
- ◆ E-marketer
- ◆ Marketing consultant
- ◆ Merchandise displayer

## 10 Fast-Growing Careers

Occupation	% Growth (2006-2016)	New Jobs (2006-2016)
Customer Service Representative	31.0%	280,050
Market Research Analyst	23.0%	2,345
Public Relations Specialist	21.0%	19,350
Demonstrators and Product Promoter	20.0%	12,400
Marketing Manager	19.0%	11,750
Sales Manager	19.0%	23,700
Appraisers and Assessors	19.0%	8,650
Sales Engineers	18.0%	56,250
Public Relations Managers	18.0%	2,600
Purchasing Managers	15.0%	4,100

Source: Achieve Texas In Action Marketing, Sales & Service Magazine

### 7 Career Pathways within the cluster:

1. Buying and merchandising
2. Distribution and logistics
3. E-Marketing
4. Management and entrepreneurship
5. Marketing communications and promotion
6. Marketing information management and research
7. Professional sales and marketing





**Top Paying Careers Occupation**

Occupation	Average Wage	Entry Level Wage	Experienced Wage
Marketing Manager	\$58.90	\$32.87	\$71.92
Sales Manager	\$55.03	\$28.42	\$68.34
Public Relations Manager	\$49.43	\$27.17	\$60.57
Purchasing Manager	\$49.41	\$30.01	\$59.12
Sales Engineer	\$45.24	\$27.82	\$53.94
Advertising and Promotions Manager	\$38.92	\$20.57	\$ 48.07
Sales Rep, Wholesale and Manuf.	\$35.46	\$18.64	\$43.87
Market Research Analyst	\$32.93	\$17.39	\$40.69
Public Relations Specialist	\$27.37	\$15.33	\$33.29
Appraiser and Assessor	\$25.33	\$14.28	\$30.86

Source: Achieve Texas In Action Marketing, Sales & Service Magazine

**Marketing, Sales & Service— Q & A**

1. What is the largest professional associations of marketers?
2. What traits do employers want employees to have?

**MARKETING, SALES & SERVICE**

**Marketing, Sales & Service Courses in Alief**

- ◆ Principles of Business, Marketing & Finance
- ◆ Sports & Entertainment Marketing
- ◆ Advertising & Sales Promotion
- ◆ Entrepreneurship
- ◆ Marketing Dynamics

Answers: 1) American Marketing Association (AMA) 2) Willingness to learn, ability to drive sales, work ethic & flexibility



## Required Knowledge and Skills

It's still important to master the academic skills in language arts and math that are necessary for success in business. Today, however, high schools all over Texas are offering innovative career elective courses—courses designed to help prepare students for a career in marketing, whether entering the workplace after high school or continuing career preparation in college.

These new electives are tuned in to the latest strategies for marketing and technology. Advertising and Sales Promotion and Retailing and E-tailing teaches up-to-date advertising techniques and promotional strategies using the Internet. In Sports and Entertainment Management, students learn the management skills necessary to organize, plan, and manage entertainment events. Networking, human relations, and leadership skills are especially emphasized.

For those aspiring to work for themselves, a course in entrepreneurship introduces students to the hottest fields in marketing and discusses the risks and rewards of owning their own business. Also, a number of Texas schools offer in-school opportunities to practice sales and business skills through the operation of a school store.

Source: Achieve Texas In Action Magazine ([www.achievetexas.org](http://www.achievetexas.org))

For more information on courses in the Marketing, Sales and Service cluster in Alief, go to the Achieve Texas Student Career Planner under Students on the Alief homepage ([www.aliefisd.net](http://www.aliefisd.net)).

## Alief Marketing, Sales and Service

