



## CAREER CLUSTER 14

# Marketing, Sales & Service

Planning, managing and performing marketing activities to reach organizational objectives.

Holland Code	SOC Code	2022 Mean Wage	Occupation Title	2022 Est. Empl.	2032 Proj. Empl.	Education	Years work experience in a related occupation	On-the-job training
ECA	11-2021	\$175,119	Marketing Managers	1,386	1,464	Bach	5+	None
ECS	11-2032	\$152,080	Public Relations Managers	160	170	Bach	5+	None
ECS	11-2033	\$130,285	Fundraising Managers	120	134	Bach	5+	None
ECI	41-4011	\$120,947	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	1,265	1,260	Bach	None	MOJT
IEC	13-1161	\$93,052	Market Research Analysts and Marketing Specialists	2,713	3,089	Bach	None	None
EAS	27-3031	\$78,260	Public Relations Specialists	1,139	1,210	Bach	None	None
ECS	11-9141	\$70,090	Property, Real Estate, and Community Association Managers	1,201	1,249	HS	<5	SOJT
EC	41-9021	\$68,978	Real Estate Brokers	259	266	HS	<5	None
ECA	41-3011	\$60,071	Advertising Sales Agents	226	171	HS	None	MOJT
ECS	41-9022	\$53,687	Real Estate Sales Agents	2,033	2,097	HS	None	MOJT
ECS	41-9041	\$53,687	Telemarketers	21	16	NFE	None	SOJT
CES	41-2021	\$42,472	Counter and Rental Clerks	967	965	NFE	None	SOJT
AER	27-1026	\$33,806	Merchandise Displayers and Window Trimmers	1,024	1,076	HS	None	SOJT
ECS	41-2031	\$32,534	Retail Salespersons	13,427	14,125	NFE	None	SOJT
CER	41-2011	\$27,358	Cashiers	11,469	11,194	NFE	None	SOJT

### HOBBIES & ACTIVITIES

- Help with class or team fundraisers
- Help plan a school event

### GROUPS & CLUBS

- Business Professionals of America (BPA)
- DECA
- Boy or Girl Scouts
- Student government

### RELATED CLASSES

- Language Arts
- Computers
- Math

**NOTE:** For more information about occupations, visit: O\*NET OnLine at [www.onetonline.org](http://www.onetonline.org) or the Bureau of Labor Statistics at [www.bls.gov](http://www.bls.gov). This table displays only selected occupations. For a complete listing, view the Delaware 2032 publication at <https://lmi.delaware.gov/Publications/>