

# Career Cluster 14

## Marketing, Sales & Service

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

Holland Code	SOC Code	2018 Mean Wage	Occupation Title	2016 Est. Empl.	2026 Proj. Empl.	Education	Years work experience in a related occupation	On-the-job training
ECS	11-2022	\$174,935	Sales Managers	857	934	Bach	<5	None
ECA	11-2021	\$163,084	Marketing Managers	972	1,111	Bach	5+	None
EAC	11-2031	\$136,933	Public Relations and Fundraising Managers	223	259	Bach	5+	None
ECI	41-4011	\$103,280	Sales Reps., Wholesale and Manuf., Technical and Scientific Products	1,407	1,400	Bach	None	MOJT
IEC	13-1161	\$82,891	Market Research Analysts and Marketing Specialists	2,075	2,557	Bach	None	None
CER	41-4012	\$65,170	Sales Reps., Wholesale and Manuf., Except Technical and Scientific Products	3,190	3,071	HS	None	MOJT
ECS	11-9141	\$64,975	Property, Real Estate, and Community Association Managers	678	749	HS	<5	None
EAS	27-3031	\$60,389	Public Relations Specialists	757	838	Bach	None	None
ECA	41-3011	\$57,809	Advertising Sales Agents	338	319	HS	None	MOJT
ECS	41-9022	\$50,099	Real Estate Sales Agents	1,413	1,490	HS	None	MOJT
CES	41-2021	\$33,451	Counter and Rental Clerks	1,420	1,470	NFE	None	SOJT
ECR	41-9011	\$28,895	Demonstrators and Product Promoters	106	110	NFE	None	SOJT
AER	27-1026	\$27,742	Merchandise Displayers and Window Trimmers	484	472	HS	None	SOJT
REC	53-3031	\$27,055	Driver/Sales Workers	1,699	1,539	HS	None	SOJT
ECS	41-2031	\$26,325	Retail Salespersons	18,468	18,814	NFE	None	SOJT
CER	41-2011	\$22,219	Cashiers	10,806	9,978	NFE	None	SOJT

### related classes

- Language Arts
- Computer
- Math

### hobbies, activities & groups

- Business Professionals of America (BPA) student organization
- DECA student organization
- Boy Scouts or Girl Scouts
- Student government
- Help with class or team fundraisers
- Help plan a school event



**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 2026 publication at <https://lmi.delawareworks.com/Content/Publications/>