

Career Cluster 14

Marketing, Sales & Service

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

Holland Code	SOC Code	2019 Mean Wage	Occupation Title	2018 Est. Empl.	2028 Proj. Empl.	Education	Years work experience in a related occupation	On-the-job training
ECS	11-2022	\$177,555	Sales Managers	979	1,016	Bach	<5	None
ECA	11-2021	\$162,358	Marketing Managers	1,042	1,107	Bach	5+	None
ECI	41-4011	\$110,124	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	936	927	Bach	None	MOJT
IEC	13-1161	\$84,989	Market Research Analysts and Marketing Specialists	2,122	2,481	Bach	None	None
CER	41-4012	\$67,017	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,865	2,941	HS	None	MOJT
ECA	41-3011	\$65,233	Advertising Sales Agents	315	294	HS	None	MOJT
EAS	27-3031	\$65,142	Public Relations Specialists	928	977	Bach	None	None
ECS	11-9141	\$64,477	Property, Real Estate, and Community Association Managers	1,046	1,113	HS	<5	None
ECS	41-9022	\$49,410	Real Estate Sales Agents	1,020	1,099	HS	None	MOJT
ECS	41-1011	\$48,288	First-Line Supervisors of Retail Sales Workers	5,200	5,259	HS	<5	None
CES	41-2021	\$31,681	Counter and Rental Clerks	1,312	1,396	NFE	None	SOJT
AER	27-1026	\$28,599	Merchandise Displayers and Window Trimmers	754	748	HS	None	SOJT
ECS	41-2031	\$26,488	Retail Salespersons	14,745	14,903	NFE	None	SOJT
CER	41-2011	\$23,125	Cashiers	13,813	13,345	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 or the Bureau of Labor Statistics at www.bls.gov. This table displays only selected occupations. For a complete listing, view the Delaware 2028 publication at <https://lmi.delawareworks.com/Content/Publications/>