

CAREER CLUSTER 12

Marketing & Sales

Promoting products, understanding consumer needs, engaging with communities, and driving sales. Integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies.

Holland Code	SOC Code	2024 Mean Wage	Occupation Title	2024 Est. Empl.	2034 Proj. Empl.	Education	Years work experience in a related occupation	On-the-job training
EC	11-2022	$199,559	Sales Managers	1,090	1,145	Bach	<5	None
EC	41-9031	$168,828	Sales Engineers	93	97	Bach	None	MOJT
ECS	11-2032	$160,060	Public Relations Managers	201	210	Bach	5+	None
EC	41-4011	$109,506	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	982	977	Bach	None	MOJT
ECS	41-1012	$103,326	First-Line Supervisors of Non-Retail Sales Workers	1,184	1,145	HS	<5	None
CER	13-1020	$87,769	Buyers and Purchasing Agents	1,360	1,470	Bach	None	MOJT
EAS	27-3031	$81,646	Public Relations Specialists	1,188	1,259	Bach	None	None
EC	41-4012	$79,133	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,190	3,337	HS	None	MOJT
ECS	41-3091	$76,709	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	3,091	3,214	HS	None	MOJT
EC	11-9141	$71,538	Property, Real Estate, and Community Association Managers	1,221	1,227	HS	<5	SOJT
ECA	41-3011	$63,963	Advertising Sales Agents	99	95	HS	None	MOJT
ECS	41-9022	$62,190	Real Estate Sales Agents	1,326	1,386	HS	None	MOJT
ECR	41-9099	$57,704	Sales and Related Workers, All Other	131	135	HS	None	None
ECS	41-1011	$55,834	First-Line Supervisors of Retail Sales Workers	4,761	4,663	HS	<5	None
ECS	41-9041	$42,228	Telemarketers	53	45	NFE	None	SOJT
CES	41-2021	$40,729	Counter and Rental Clerks	1,005	1,080	NFE	None	SOJT
ARE	27-1026	$37,905	Merchandise Displayers and Window Trimmers	812	884	HS	None	SOJT
EC	41-2031	$36,419	Retail Salespersons	13,551	13,769	NFE	None	SOJT
CE	41-2011	$32,062	Cashiers	11,686	11,200	NFE	None	SOJT

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 2034 publication at ***https://lmi.delaware.gov/Publications/***