CAREER CLUSTERS—FOCUSING EDUCATION ON THE FUTURE

Preparing for Career Success in Marketing, Sales and Service

CC9014

Career Clusters Prepare All Students for College, Technical Training and Careers

Career Clusters prepare learners of all ages for the information age as schools, colleges and employers strive for higher achievement in science, math and communication. One key to improving learner achievement is providing learners with relevant contexts for studying and learning. Career Clusters offer these contexts by linking school-based learning with the knowledge and skills required for continued success.

The Concept of Career Clusters

Career Clusters identify the knowledge and skills learners need as they follow a pathway toward their career goals. The knowledge and skills identified form a strong basis for learner success whether the learners are in high school, college, technical training or in the workplace.

How to Pursue Education and Training in Marketing, Sales and Service

There are thousands of challenging educational and training opportunities within the high-skilled world of Marketing, Sales and Service. Learners need a solid background in communication, math and technical

skills. Education and training can be obtained in high schools, technical colleges, two-year community colleges, four-year colleges/universities and career technical schools/institutes.

Along the way, career guidance professionals assist learners in assessing their educational goals, interests, abilities and skills to facilitate a good match to the cluster's many pathway options. Learners participate in relevant educational opportunities framed in the context of the cluster. They gain knowledge and skills through coordinated workplace learning experiences such as site visits, job shadowing and internships. If they choose, they may achieve valuable skill certifications that lead to employment. Colleges and universities offer advanced degrees and industry certifications that prepare learners for professional and technical careers.

Career Pathways at a Glance

The Marketing, Sales and Service Career Cluster is divided into seven pathways. Pathways are grouped by the knowledge and skills required of occupations in these career fields. Each pathway provides instruction as a basis for success in an array of careers and educational pursuits.

The Seven Pathways

- Management and Entrepreneurship
- Professional Sales and Marketing
- Buying and Merchandising
- Marketing Communications and Promotion
- Marketing Information Management and Research
- Distribution and Logistics
- E-Marketing

What Is the Marketing, Sales and Service Career Cluster?

This diverse Career Cluster prepares learners for careers in planning, managing and performing marketing activities to reach organizational objectives.

Employment Outlook

According to the latest statistics, there are 16 million jobs in sales and related occupations. Advertising, marketing, promotions, public relations and sales managers hold more than 700,000 jobs. Over 300,000 high-paying management positions are likely to be available over the next decade. Employment opportunities for retail salespeople are expected to be good. Individuals with a college degree or computer skills will be sought for managerial positions in sales, logistics, management information systems, marketing and e-marketing.

Management and Entrepreneurship

Overview

People with careers in management and entrepreneurship formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

Sample Occupations

- Chief Executive Officer
- Entrepreneur
- Franchisee
- Independent Distributor
- Owner
- Partner
- President
- Small Business Owner

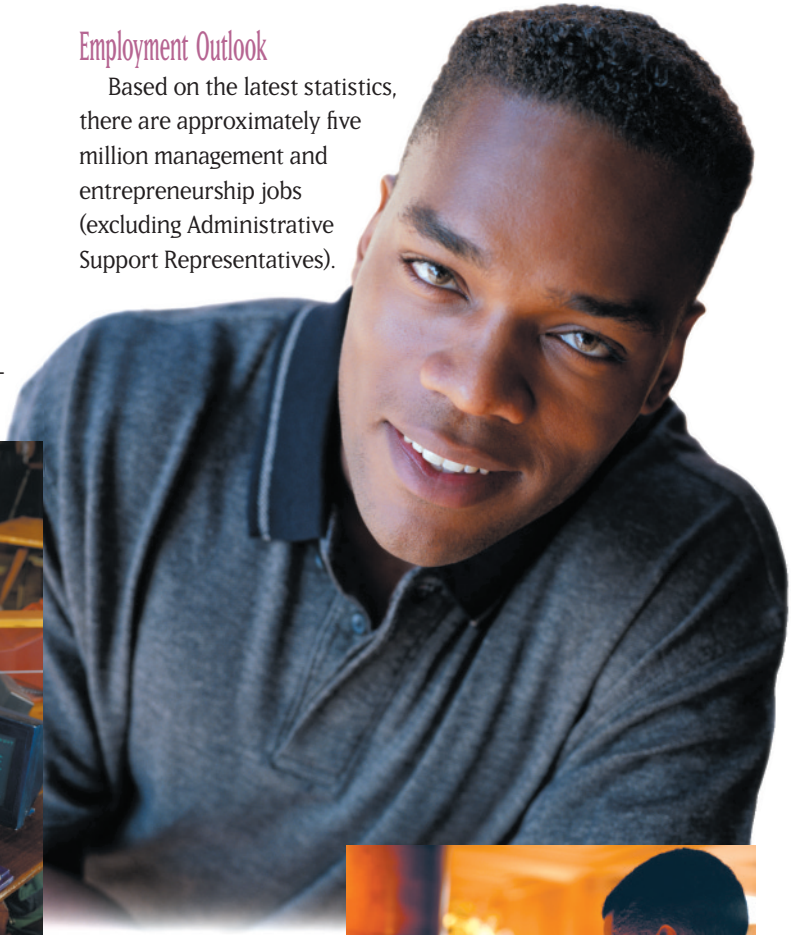
Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in business, business administration, business management, marketing, entrepreneurship and small business management.

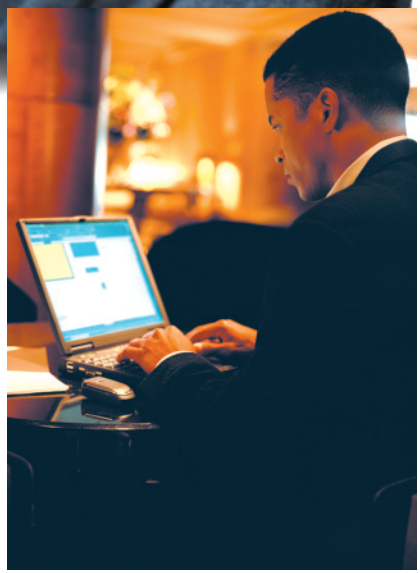
- Four-year colleges and universities offer degree programs in management, marketing and business administration.
- Advancement is accelerated by participation in company training programs, training programs sponsored by various industry and trade associations, and conferences and seminars.

Employment Outlook

Based on the latest statistics, there are approximately five million management and entrepreneurship jobs (excluding Administrative Support Representatives).



Employment is expected to grow about as fast as the average for all occupations through 2010. Earnings vary widely by industry, by occupation, by type and level of responsibilities and by experience. The current trend toward entrepreneurial careers makes this pathway very popular.



Professional Sales and Marketing

Overview

Employees in professional sales and marketing are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

Sample Occupations

- Account Executive
- Broker
- Field Representative
- Regional Sales Manager
- Retail Sales Specialist
- Sales Executive
- Technical Sales Specialist

Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in business, business administration, marketing, retail management, sales, customer service and small business management.

- Four-year colleges and universities offer degree programs in management, marketing and business administration.
- Sales and Marketing Executives International offers a management certification program.

Employment Outlook

Sales positions in all sectors account for more than eight million jobs. Sales positions are expected to grow over the coming decade; however, the growth is concentrated in the lower-level positions. Positions for retail sales managers and wholesale sales managers are expected to grow slowly or not at all. Increased use of technology in sales positions has increased the responsibilities for members of the sales staff and decreased the need for some of the managerial oversight. This has increased the number of jobs for frontline staff and decreased the number of upper-level positions. Earnings vary widely by industry, by occupation, by type and level of responsibilities, and by experience.

Buying and Merchandising

Overview

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Sample Occupations

- Clerk
- Department Manager
- Merchandise Buyer
- Merchandising Manager
- Operations Manager
- Retail Marketing Coordinator
- Sales Associate
- Store Manager

Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in business, business administration, marketing, merchandising, sales, customer service and small business management.
- Four-year colleges and universities offer degree programs in management and business administration.

Employment Outlook

Positions in buying and purchasing account for more than 500,000 jobs. Although buying positions will remain relatively stable, other merchandising careers will be plentiful, with literally millions of opportunities ranging from entry-level jobs to management and executive positions with salaries exceeding $100,000. For example, today the median annual salary for sales managers is $68,520.

Marketing Communications and Promotion

Overview

Marketing communications and promotion employees plan, coordinate and implement marketing strategies, advertising, promotion and public relations activities. Because of the importance and high visibility of their jobs, these individuals often are prime candidates for advancement.

Sample Occupations

- Advertising Manager
- Art/Graphics Director
- Creative Director
- Interactive Media Specialist
- Marketing Associate
- Public Information Director
- Public Relations Manager
- Research Specialist
- Sales Representative

Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in business, marketing and small business management.
- Four-year colleges and universities offer degree programs in management, marketing, communications, public relations and business administration.
- The Public Relations Society of America offers an accreditation program for public relations practitioners.

Employment Outlook

Latest statistics indicate there are more than 1.2 million jobs in marketing and communications. These jobs are expected to grow faster than the average, especially for public relations and management services; however, with a high number of qualified applicants, competition will remain keen. Median annual salary for marketing managers is $71,240, while starting salaries for advertising majors average $29,700.

Marketing Information Management and Research

Overview

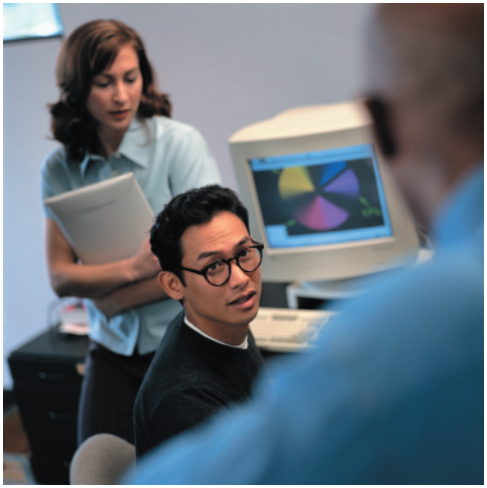
Employees in marketing information management and research are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

Sample Occupations

- Brand Manager
- Database Manager
- Director of Market Development
- Knowledge Management Specialist
- Product Planner
- Research Associate
- Research Specialist/ Manager
- Strategic Planner, Marketing

Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in business and marketing as well as continuing education to address rapid technological advances.
- Four-year colleges and universities offer degree programs in economics, business administration, information science, marketing, management information systems (MIS), statistics and other related disciplines.
- Employers, hardware and software vendors, technical institutes, career technical schools and private training institutions offer continuing education.
- Technical or professional certification is a way to demonstrate a level of competency or quality. Product vendors, software firms and professional associations/ organizations offer certifications.



Employment Outlook

The demand for market research and marketing information management professionals is increasing rapidly. In addition to today's 500,000 positions that require advanced degrees, many other opportunities are available. Responsibilities range from maintaining customer databases to interviewing customers in the mall, from simple analysis of customer comments to high-level statistical modeling used to predict trends and buyer behavior. Starting salaries for bachelor's degrees in management information systems average $45,485, while the median salary for market research analysts is $51,190.

Distribution and Logistics

Overview

There is a wide range of career options within the broad field of distribution and logistics. In addition to those who actually handle products and materials, professionals plan and manage the movement, storage and allotment of both raw materials and finished products. Employees coordinate just-in-time inventory of car parts for automobile assembly plants just as they schedule delivery of the right number of paper towels to local stores. These employees have a major impact on the final cost of finished goods and on an individual company's ability to meet demand in a timely manner.

Sample Occupations

- Distribution Coordinator
- Inventory Manager/Analyst
- Logistics Analyst/Engineer
- Logistics Manager
- Materials Manager
- Shipping/Receiving Administrator
- Shipping/Receiving Clerk
- Warehouse Manager

Credentials

- Many material recording, scheduling, dispatching and distributing occupations are entry level and require a high school diploma. Employers prefer to hire those familiar with computers and other electronic office and business equipment.
- Community colleges, technical institutes and career technical schools offer two-year programs in engineering technology and warehouse management.
- Colleges and technical institutes offer four-year degree programs in logistics, logistics management and related fields.
- Four-year colleges and universities offer degree programs in engineering technology, engineering and distribution management and logistics.
- A variety of industry and professional certifications are available in logistics planning and management as well as in warehousing and distribution center operations.

Employment Outlook

Latest statistics indicate there are more than one million jobs in distribution and logistics. High levels of growth are predicted. Because the industry is large, many job openings will result —not only from employment growth but also from the need to replace the large number of workers who transfer to other industries or retire. Opportunities in this industry should be good for qualified workers at all levels. Although nonsupervisory positions are relatively low-paying, there are many high-paying supervisory, management and technical opportunities within the industry. For example, the median annual salary of database administrators is $51,990.

E-Marketing

Overview

Employees in e-marketing careers use electronic tools to market products and services. These individuals may provide e-mail campaign management services, search engine optimization services and online affiliate marketing programs.

They may also design, develop and maintain Web sites. Other job responsibilities may include using electronic tools to identify potential markets and monitor trends that indicate the need for new products and services.

Sample Occupations

- Copywriter/Designer
- Customer Support Specialist
- E-Commerce Director
- E-Merchandising Manager
- Fulfillment Manager
- On-Line Market Researcher
- Site Architect
- Web Master
- Web-Site Project Manager

Credentials

- Community colleges, technical institutes and career technical schools offer one-, two-, and three-year programs in e-commerce, business, marketing, entrepreneurship and small business management.
- Four-year colleges and universities offer degree programs in e-commerce, marketing, management and business administration.
- Product vendors, software firms, and professional associations/organizations offer a variety of related certifications.

Employment Outlook

According to the latest statistics, the number of marketing jobs in e-mail marketing, search engine optimization services and affiliate marketing programs is growing. Most employers prefer to hire someone with a degree, certificate or prior experience. Positions for Web designers, with 190,000 jobs, are projected to grow faster than average, but applicants face stiff competition. Salaries for Internet-related occupations range from $58,000 to $82,500 for Webmasters and $56,250 to $76,750 for Internet/Intranet developers.

The 16 Career Clusters

Agriculture, Food & Natural Resources
Architecture & Construction
Arts, A/V Technology & Communications
Business, Management & Administration
Education & Training
Finance
Government & Public Administration
Health Science
Hospitality & Tourism
Human Services
Information Technology
Law, Public Safety & Security
Manufacturing
Marketing, Sales & Service
Science, Technology, Engineering & Mathematics
Transportation, Distribution & Logistics

States' Career Clusters

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careerclusters@careerclusters.org
www.careerclusters.org

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