

# Marketing, Sales, and Services

## Cluster Definition

- Do you sell advertising space for the school yearbook or newspaper?
- Do you like to do public speaking or debating?
- Are you good at organizing your own time?
- Have you helped convince people to participate in an activity?
- Are you friendly and outgoing?

If you answered yes to two or more of the questions above, you might be interested in considering a career in marketing, sales, and services.

If you are interested in working in the Marketing, Sales, and Services cluster, you would help businesses sell products. You might advertise and promote products so customers would want to buy them. Or you might sell products and services directly to customers. Or you might use the Internet to reach customers.



## Related High School Electives

Accounting  
Advertising  
Automotive Service  
Business Marketing  
Business Computer Applications  
Business English  
Business Law  
Business Management  
Business Math

Clothing and Textiles  
Consumer Law  
Economics  
Entrepreneurship  
Graphic Arts  
Home Furnishing  
Mass Media  
Principles of Selling  
Psychology  
Public Speaking

Retail Marketing  
Sociology  
Statistics

[Advertising Salespeople](#)  
[Auctioneers](#)  
[Automotive Electronics Installers](#)  
[Automotive Service Advisors](#)  
[Buyers and Purchasing Agents](#)  
[Cashiers](#)  
[Counter and Rental Clerks](#)  
[Customer Service Representatives](#)  
[Demonstrators and Promoters](#)  
[Floral Designers](#)  
[Market Research Analysts](#)  
[Marketing Managers](#)  
[Merchandise Displayers](#)  
[Meter Readers](#)  
[Models](#)  
[Opticians](#)  
[Parts Salespeople](#)  
[Public Relations Managers](#)  
[Public Relations Specialists](#)  
[Purchasing Managers](#)  
[Real Estate Agents](#)  
[Retail Salespeople](#)  
[Route Salespeople](#)  
[Sales Managers](#)  
[Sales Representatives](#)  
[Sales Worker Supervisors](#)  
[Telemarketers](#)

## Level of Education and Earnings

### Short-Term On-the-Job Training (Less than One Month)

	State Annual Median Wage		State Annual Median Wage
<a href="#">Automotive Service Advisors</a>	No state data	<a href="#">Retail Salespeople</a>	\$23,127
<a href="#">Cashiers</a>	\$19,968	<a href="#">Route Salespeople</a>	\$30,356
<a href="#">Counter and Rental Clerks</a>	\$22,512	<a href="#">Telemarketers</a>	\$22,336
<a href="#">Meter Readers</a>	\$42,698		

### Moderate-Term On-the-Job Training (One to Twelve Months)

<a href="#">Advertising Salespeople</a>	\$44,055	<a href="#">Merchandise Displayers</a>	\$29,730
<a href="#">Customer Service Representatives</a>	\$31,556	<a href="#">Models</a>	\$29,532
<a href="#">Demonstrators and Promoters</a>	\$19,304	<a href="#">Parts Salespeople</a>	\$28,800
<a href="#">Floral Designers</a>	\$27,710		

### Long-Term On-the-Job Training (Over One Year)

<a href="#">Buyers and Purchasing Agents</a>	\$42,561 - \$59,130	<a href="#">Opticians</a>	\$33,302
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### Work Experience in a Related Occupation

<a href="#">Sales Representatives</a>	\$49,777 - \$86,404	<a href="#">Sales Worker Supervisors</a>	\$38,079 - \$67,147
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### Postsecondary Vocational Training (Certificate or Diploma)

<a href="#">Auctioneers</a>	No state data	<a href="#">Real Estate Agents</a>	\$41,265
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### Bachelor's Degree

<a href="#">Market Research Analysts</a>	\$87,970	<a href="#">Sales Representatives</a>	\$49,777 - \$86,404
<a href="#">Public Relations Specialists</a>	\$56,799		

### Work Experience with Bachelor's Degree or Higher

<a href="#">Marketing Managers</a>	\$114,688	<a href="#">Purchasing Managers</a>	\$96,352
<a href="#">Public Relations Managers</a>	\$97,260	<a href="#">Sales Managers</a>	\$112,352