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COLLEGE YOUR WAY

# MARKETING, SALES AND SERVICES



**Career  
Education**  
COLLEGE YOUR WAY



California  
Community  
Colleges

CAREER EDUCATION



## MARKETING, SALES AND SERVICES

You have a knack for persuasion. You enjoy organization and think strategically. You want a good-paying job without having to move away from your community. Marketing, Sales and Services could be your fit.

Find your future at [finditbeit.org](http://finditbeit.org). Explore career programs offered at colleges throughout the region and take a 6-question quiz to match your interests to programs that prepare you for well-paying jobs close to home.

For information about career programs in Marketing, Sales and Services, contact



### MARKETING, SALES AND SERVICES HIGHLIGHTS

- Marketing, Sales and Services careers involve planning, managing, and performing marketing activities to reach organizational objectives.<sup>1</sup>
- The most job openings in the marketing cluster are expected to be in occupations assigned to the professional sales pathway. The occupation projected to have the largest number of job openings in the cluster is retail salespersons.<sup>2</sup>

### JOBS IN THIS CLUSTER<sup>3</sup>

#### Retail Sales Supervisors

Median annual salary: \$39,793\*

#### Public Relations Specialists

Median annual salary: \$72,586

#### Marketing Managers

Median annual salary: \$110,216

#### Advertising and Sales Promotion Managers

Median annual salary: \$112,379

#### Art Directors

Median annual salary: \$120,475

*\*Median annual salary varies by region.*

### TYPICAL EMPLOYERS IN THIS CLUSTER<sup>3</sup>

Broad range of companies and organizations  
Advertising agencies  
Motion picture and video companies

#### SOURCES:

1. California Community Colleges Career Coach
2. Bureau of Labor Statistics, Career Outlook, March 2015
3. California Employment Development Department Occupational Profile.