

# Career Clusters

Marketing, Sales & Service is one of the 16 Career Clusters identified by the U.S. Department of Education and adopted by the State of Alabama. These Career Clusters represent more than 79 career pathways with the purpose of assisting students in navigating their way successfully in college and careers.

The Alabama Department of Labor further defines these career pathways by selecting common occupations with related education requirements, work experience, wages and typical training needed, as defined by the U.S. Bureau of Labor Statistics. Included in this pamphlet are the high skilled, high demand, and high wage occupations associated with Marketing, Sales & Service.



Marketing, Sales & Service  
 Planning, managing and performing marketing activities to reach organizational objectives.

# Employment

ALABAMA STATEWIDE SELECTED OCCUPATIONS	TOTAL EMPLOYMENT		Average Annual Openings
	2012	2022	
Wholesale and Retail Buyers, Except Farm Products	660	700	20
Merchandise Displayers and Window Trimmers	4,120	5,010	200
Advertising Sales Agents	1,570	1,500	50
Demonstrators and Product Promoters	25,380	38,340	790
Real Estate Brokers	740	840	15
Real Estate Sales Agents	3,140	3,550	70
Customer Service Representatives	30,640	34,660	1,235
Drivers/Sales Workers	7,930	8,680	200
Insurance Appraisers (Auto Damage)	520	560	15
Sales Managers	2,280	2,480	70
Public Relations and Fundraising Managers	500	550	15
Fundraisers	440	520	15
Sales Engineers	220	230	5
Market Research Analysts and Marketing Specialists	2,380	3,010	95

# Earnings

ALABAMA STATEWIDE SELECTED OCCUPATIONS	SALARY		
	Entry	Average	Experienced
Wholesale and Retail Buyers, Except Farm Products	\$29,992	\$55,694	\$68,544
Merchandise Displayers and Window Trimmers	\$17,032	\$24,986	\$28,964
Advertising Sales Agents	\$22,167	\$46,099	\$58,064
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$31,922	\$63,394	\$79,130
Real Estate Brokers	\$31,411	\$70,523	\$90,079
Real Estate Sales Agents	\$26,996	\$56,597	\$71,397
Customer Service Representatives	\$19,727	\$29,325	\$34,124
Drivers/Sales Workers	\$16,918	\$26,762	\$31,683
Insurance Appraisers (Auto Damage)	\$58,264	\$75,528	\$84,160
Sales Managers	\$60,646	\$111,913	\$137,546
Public Relations and Fundraising Managers	\$55,875	\$89,080	\$105,682
Fundraisers	\$36,003	\$51,931	\$59,894
Sales Engineers	\$69,050	\$99,260	\$114,366
Market Research Analyst and Marketing Specialist	\$35,624	\$58,334	\$69,690

# Education

## HIGH SCHOOL OR LESS

	Work Experience	Job Training
Wholesale and Retail Buyers, Except Farm Products	█	●
Merchandise Displayers and Window Trimmers	█	●
Advertising Sales Agents	█	●
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	█	●
Real Estate Brokers	↗	○
Real Estate Sales Agents	█	●
Customer Service Representatives	█	●
Drivers/Sales Workers	█	●

## SOME COLLEGE - ASSOCIATE'S DEGREE

Insurance Appraisers (Auto Damage)	█	●
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## BACHELOR'S DEGREE AND ABOVE

Sales Managers	↗	○
Public Relations and Fundraising Managers	↑	○
Fundraisers	█	○
Sales Engineers	█	●
Market Research Analysts and Marketing Specialists	█	○

Typical On-the-Job Training Needed to Attain Competency	Work Experience in a Related Occupation
None	○ More than 5 years
Short-term On-the-Job Training	● 1 to 5 years
Moderate-term On-the-Job Training	● Less than 1 year
Long-term On-the-Job Training	● None
Apprenticeship	█
Internship/Residency	▲

# Career Snapshot

The occupations reporting the highest average salaries require a Bachelor's degree or higher. These occupations include Sales Managers, Sales Engineers, and Public Relations & Fundraising Managers. Sales Managers require 1 to 5 years of work experience in related occupation. Sales Engineers require moderate-term on-the-job training. Public Relations & Fundraising Managers require more than 5 years of work experience in a related occupation.

The occupations reporting the highest average annual openings are occupations that require a high school degree, or less. These include Customer Service Representatives, Demonstrators & Product Promoters, Merchandise Displayers & Window Trimmers, and Drivers/Sales Workers. Customer Service Representatives and Drivers/Sales Workers require short-term on-the-job training. Merchandise Displayers & Window Trimmers require moderate-term on-the-job training for entry into the occupation.

Occupation(s) also noted as High Demand: Market Research Analysts and Marketing Specialists

# 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, Corrections & Security
- Manufacturing
- Marketing, Sales & Service
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

For more information regarding  
Career Clusters, visit:  
[www.careertech.org/career-clusters](http://www.careertech.org/career-clusters)  
[www.altechprep.org/clusters.html](http://www.altechprep.org/clusters.html)

For Occupational Videos, visit:  
[www2.labor.alabama.gov/videos](http://www2.labor.alabama.gov/videos)



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\*Average Annual Salary Source:  
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A glance into the world of..



Marketing,  
Sales & Service

Alabama Department of Labor  
Labor Market Information Division

