



Marketing, Sales, and Service Industry Sector

Marketing, the transfer of goods and services among businesses and consumers, affects the economy at every level. According to California occupational employment projections, retail trade will be the fastest-growing industry in the state. And the U.S. Bureau of Labor Statistics projects that sales and related occupations will add two million new jobs nationwide by 2012, growing by 12.9 percent. As businesses in America evolve to compete successfully in the global marketplace, a growing need exists for employees with business expertise and the ability to analyze and respond to emerging trends.

This sector is designed to prepare learners for careers in planning, managing, and performing marketing activities. Included are four career pathways: E-commerce, which provides instruction in using electronic tools to market products and services; Entrepreneurship, which develops skills and abilities to begin and operate a business independently or with other individuals; International Trade, which focuses on understanding the global business environment; and Professional Sales and Marketing, which builds knowledge of the sales process, sales management, and marketing information management.

Marketing, Sales, and Service Industry Sector Pathways:

- *E-commerce*
- *Entrepreneurship*
- *International Trade*
- *Professional Sales and Marketing*

Entry Level Careers

(with high school diploma)

Credit Checkers
Customer Service Representatives
Data Entry Clerk
Telemarketers
Route Salesperson
Stock Clerks, Sales Floor
Postal Service Mail Carriers
Insurance Policy Processing Clerks
Real Estate Sales Agents
Small Business Entrepreneur
Franchisee

Technical Level Careers

(with AA or AS degree or certificate)

Account Supervisor
Copywriter-Designer
E-Commerce Entrepreneur
E-Commerce Marketing Specialist
Forum Manager
Bill and Account Collectors
Credit Authorizers
Statistical Assistants
Travel Agents
Regional Sales Manager
Retail/Wholesale Buyer

Professional Level Careers

(with BS or BA degree)

Brand Manager
E-Commerce Director
Interactive Sales Engineer
Sales Agent, Financial Services
Economist
International Trade Specialist
Marketing Research Analyst
Wholesales Distribution Manager
National Account Manager



International Trade Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ International Business ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Sales Representative ▪ Shipping and Receiving Clerk ▪ Stocking and Handling Worker 	<ul style="list-style-type: none"> ▪ Route Salesperson ▪ Warehouse Manager 	<ul style="list-style-type: none"> ▪ Economist ▪ International Distribution Manager ▪ International Trade Specialist ▪ Marketing Research Analyst ▪ Wholesale Distribution Manager

Professional Sales and Marketing Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Customer Service Representative ▪ Small Business Entrepreneur ▪ Telemarketer 	<ul style="list-style-type: none"> ▪ Franchisee ▪ Marketing Manager ▪ Regional Sales Manager ▪ Retail/Wholesale Buyer 	<ul style="list-style-type: none"> ▪ Account Executive ▪ Business Teacher ▪ Chief Executive Officer ▪ National Account Manager

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)

**Visit ASSIST (www2.assist.org/browseAreas.do) for community college and UC/CSU information, and California Career Zone (www.cacareerzone.org) for occupation information.

Related Career Technical Student Organization: FBLA (<http://www.cafbla.org>) and DECA (<http://www.cadeca.org>)

Additional Industry Sector information available through Business Education Resource Consortium (<http://www.bused.org>).



E-Commerce Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Advanced Computer Applications ▪ Business Management ▪ E-Commerce Marketing ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing ▪ Web Design 	<ul style="list-style-type: none"> ▪ International Business ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Administrative Support Representative ▪ Customer Service Representative ▪ Customer Support Specialist 	<ul style="list-style-type: none"> ▪ Account Supervisor ▪ Copywriter-Designer ▪ E-Commerce Marketing Specialist ▪ Forum Manager 	<ul style="list-style-type: none"> ▪ Brand Manager ▪ E-Commerce Director ▪ E-Commerce Entrepreneur ▪ Interactive Sales Engineer ▪ Business Teacher

Entrepreneurship Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Business Communication ▪ Computer Applications ▪ Exploratory Business ▪ Financial Literacy ▪ Introduction to Marketing ▪ Keyboarding 	<ul style="list-style-type: none"> ▪ Accounting ▪ Business Management ▪ Finance ▪ Principles of Marketing ▪ Retail Marketing 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Virtual Enterprise 	<ul style="list-style-type: none"> ▪ Customer Service Representative ▪ Small Business Entrepreneur 	<ul style="list-style-type: none"> ▪ Franchisee ▪ Marketing Manager ▪ Regional Sales Manager ▪ Retail/Wholesale Buyer 	<ul style="list-style-type: none"> ▪ Account Executive ▪ Business Teacher ▪ Chief Executive Officer ▪ National Account Manager

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CAREER OPPORTUNITIES IN MARKETING, SALES, AND SERVICE INDUSTRY SECTOR

10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

*How does a person know what career to work toward?
There is no perfect answer, but the following 10 tips will
get you off to a good start.*

- 1 Get to know yourself** – Complete more than one self-assessment test.
- 2 Identify your strengths and weaknesses** – What do you do well and what do you not do well?
- 3 Develop an inventory of careers** – Write down some careers that might interest you.
- 4 Research different careers** – Talk to others and use the Internet.
- 5 Write the pros and cons** – List positives and negatives about the careers that interest you.
- 6 Network** – Discuss your ideas with others.
- 7 Talk with people who work in your area of interest** – Family and friends are great resources.
- 8 Find a mentor** – Find someone with whom you can discuss your career selection.
- 9 Experiment** – Take a related class or part-time job.
- 10 Don't give up** – "If there is a will, there is a way."



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Plan For Success
Visit statecenter.com/industrysectors





Do you like to shop for yourself and others? Do you think you would be good at selling the merits of a product or idea? The Marketing, Sales, and Service Industry Sector provides an opportunity to learn the techniques of transferring products or services to consumers. As California businesses compete in the global marketplace, the need for employees with business expertise and the ability to analyze and respond to emerging trends will continue to grow.

Web sites
for further information:

www.californiacareers.info

www.whodouwant2be.com

www.californiacolleges.edu

www.edd.ca.gov/Jobs_and_Training/

Career Pathways



E-commerce Pathway

The buying and selling of products and services over the Internet are now everyday occurrences. For large corporations, globalization via e-commerce is no longer an option, but a strategic necessity. E-commerce has spurred innovations in electronic funds transfers, inventory management, marketing, automated data collection systems, and many other areas. Career opportunities in this pathway have grown to meet the needs of the global market.

CAREERS/CAREER AREAS:

- *Software Engineer*
- *Copywriter/Designer*
- *Entrepreneur*
- *Interactive Sales Engineer*
- *Business Teacher*
- *Web Developer*
- *Customer Service/Customer Support Representative*



Entrepreneurship Pathway

Entrepreneurship is the practice of starting a new business or organization. Though starting a business

presents challenges and hardships, entrepreneurs are not discouraged in their pursuit of being their own boss. While no specific personality type is associated with entrepreneurs, successful entrepreneurs share common characteristics. Some key descriptors include visionary, prudent risk taker, positive thinker, persistent, enthusiastic, and determined.

CAREERS/CAREER AREAS:

- *Franchisee*
- *Marketing Manager*
- *Buyer*
- *Business Owner*
- *Account Executive*
- *Event Planner*



International Trade Pathway

Twenty-first century travel and communication make the commerce world seem smaller. The resulting global marketplace is a thriving and competitive place to do business. Students focusing on international trade need an understanding of the political, historical, cultural, legal, economic, and ethical systems of the countries trading in the world market.

CAREERS/CAREER AREAS:

- *Sales Representative*
- *Route Sales*
- *Shipping and Receiving*
- *Economist*
- *Marketing Research*
- *International Trade Specialist*



Professional Sales and Marketing Pathway

Sales and marketing involve the transfer of goods and services in the economy. Marketing entails promotion, advertising, and distribution. Types of sales include direct, retail, consignment, telemarketing, door-to-door, route, and auction.

CAREERS/CAREER AREAS:

- *Telemarketer*
- *Retail/Wholesale Buyer*
- *Account Executive*
- *Real Estate*
- *Securities*
- *Insurance*
- *Books*
- *Pharmaceutical Supplies*
- *Product Branding*
- *Public Relations*
- *Advertising*





MARKETING, SALES, AND SERVICE

Do you like to shop for yourself and others? Do you think you would be good at selling the merits of a product or idea? The Marketing, Sales, and Service Sector provides an opportunity to learn the techniques of transferring products or services to consumers. As California businesses compete in the global marketplace, the need for employees with business expertise and the ability to analyze and respond to emerging trends will continue to grow.

The information below is just a small sample of the many great employment related resources available on the State of California website www.edd.ca.gov. We encourage you to visit the website and explore the available information.

Occupation Title	Employment Levels in 2006	Projected Employment level 2016	Projected Job Growth	Percent of Job Growth	2008 Hourly ¹ Mean Wage	2008 ² Weekly Mean Wage	2008 ³ Monthly Mean Wage	2008 Annual Mean Wage
Computer Software Engineers, Applications	87,300	128,400	41,100	47.1%	\$47.24	\$1,889.60	\$7,936.32	\$95,235.84
Commercial and Industrial Designers	5,900	6,600	700	11.9%	\$36.46	\$1,458.40	\$6,125.28	\$73,503.36
Business Operations Specialists, Other	184,600	227,500	42,900	23.2%	\$30.68	\$1,227.20	\$5,154.24	\$61,850.88
Customer Service Representatives	201,200	256,800	55,600	27.6%	\$17.26	\$690.40	\$2,899.68	\$34,796.16
Marketing Managers	31,400	35,900	4,500	14.3%	\$63.88	\$2,555.20	\$10,731.84	\$128,782.08
Market Research Analysts	30,200	36,500	6,300	20.9%	\$34.84	\$1,393.60	\$5,853.12	\$70,237.44
Purchasing Agents & Buyers, Farm Products	1,300	1,500	200	15.4%	\$29.46	\$1,178.40	\$4,949.28	\$59,391.36
Purchasing Managers	9,100	9,900	800	8.8%	\$46.68	\$1,867.20	\$7,842.24	\$94,106.88
Administrative Services Managers	25,700	29,400	3,700	14.4%	\$42.49	\$1,699.60	\$7,138.32	\$85,659.84
Advertising & Promotions Managers	6,300	6,800	500	7.9%	\$45.53	\$1,821.20	\$7,649.04	\$91,788.48
Advertising Sales Agents	21,000	25,300	4,300	20.5%	\$27.70	\$1,108.00	\$4,653.60	\$55,843.20
Economists	N/A				\$47.45	\$1,898.00	\$7,971.60	\$95,659.20
Public Relations Specialists	26,000	30,800	4,800	18.5%	\$31.39	\$1,255.60	\$5,273.52	\$63,282.24
Sales Engineers	N/A				\$47.69	\$1,907.60	\$8,011.92	\$96,143.04
Sales Managers	50,600	58,400	7,800	15.4%	\$56.31	\$2,252.40	\$9,460.08	\$113,520.96
Sales Representatives, Except Technical	152,300	179,600	27,300	17.9%	\$30.80	\$1,232.00	\$5,174.40	\$62,092.80
Sales Representatives, Services	97,800	127,200	29,400	30.1%	\$30.40	\$1,216.00	\$5,107.20	\$61,286.40
Sales Representatives, Tech & Scientific	45,400	53,500	8,100	17.8%	\$40.51	\$1,620.40	\$6,805.68	\$81,668.16
Chief Executives	43,900	45,800	1,900	4.3%	N/A	N/A	N/A	N/A
Real Estate Sales Agents	24,700	27,100	2,400	9.7%	\$33.75	\$1,350.00	\$5,670.00	\$68,040.00
Insurance Sales Agents	38,600	44,200	5,600	14.5%	\$33.76	\$1,350.40	\$5,671.68	\$68,060.16
Telemarketers	34,000	30,200	-3,800	-11.2%	\$13.47	\$538.80	\$2,262.96	\$27,155.52
Wholesale/Retail Buyers-Except Farm Products	21,300	22,000	700	3.3%	\$26.59	\$1,063.60	\$4,467.12	\$53,605.44

These selected occupations with information on job growth, percent growth and earning potentials are based on information found at www.labormarketinfo.edd.ca.gov

¹ **Mean:** Midpoint between highest & lowest

² **Weekly:** Based on 40 hours

³ **Monthly:** Based on 168 hours



TIPS FOR JOB SEEKERS

How can you improve your chances of getting a job? Applying for a job is the easy part, but getting it can be more of a challenge. Following these five tips can help you reach your goal:

1 The Job

- Determine your interests: talk to others and consider your hobbies and talents
- Search “career assessments” on the Internet

2 The Resume

- Should be easy to read: not too long, too wordy or too cluttered
- Make it powerful
- Show you can cooperate, you can learn, and you can do

3 The Application

- Make it neat, complete and accurate
- Include recommendations from teachers, employers, coaches, friends, etc.

4 The Interview

- Show enthusiasm: it separates the winners from the losers
- Dress appropriately/similar to those on the job

5 The Follow-up

- Send a thank you note
- Call to see if a decision has been made
- If not, ask, “Am I still a candidate?”
- If you are, ask, “Is it okay if I call back in a couple of days?”



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