

Marketing, Sales and Service

Planning, managing and performing marketing activities to reach organizational objectives.

Job Title & Description	Annual Wage Entry Level	Annual Wage Median	Annual Wage Experienced	Education Required	Available Local Education
Advertising and Promotions Managers Plan and direct advertising policies and programs or produce collateral materials such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service.	\$55,606	\$73,129	\$94,664	Bachelor's	Bethany Butler ESU FHSU JCCC K-State McPherson Newman Ottawa Rasmussen Sterling SC SCCC Washburn
Advertising Sales Agents Sell or solicit advertising, including graphic art, advertising space in publications, custom-made signs, or TV and radio advertising time.	\$24,140	\$44,017	\$60,093	Some College	Butler JCCC K-State McPherson Newman Ottawa Rasmussen Sterling Washburn
Interior Designers Plan and furnish the interiors of private homes, public buildings, and commercial establishments.	\$26,429	\$42,978	\$51,286	Bachelor's	JCCC McPherson WSU Tech
Market Research Analysts Research market conditions in local, regional or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing.	\$38,559	\$57,253	\$73,674	Bachelor's	Bethany Butler ESU FHSU JCCC KCKCC K-State McPherson Ottawa Rasmussen SC Washburn
Marketing Managers Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or shares.	\$74,154	\$112,928	\$151,540	Bachelor's	Bethany Butler ESU FHSU JCCC KCKCC K-State McPherson Newman Ottawa Rasmussen SC SCCC Washburn
Property, Real Estate, and Community Associations Managers Plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.	\$30,490	\$49,206	\$71,516	Bachelor's	K-State McPherson Sterling
Real Estate Agents Help clients buy and/or sell real property; show properties and negotiate with buyers, sellers, and other agents on real estate transactions. Execute legal contracts to complete the sale of real estate transactions. A REALTOR® is the trademarked term for a real estate agent in Kansas who is member of the Kansas Association of REALTORS® and commits to a high standard of professionalism and ethics.	\$25,701	\$55,242	\$82,609	Some College	KAR K-State McPherson Sterling
Sales Managers Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals, as well as establishing training programs for sales representatives.	\$68,736	\$109,778	\$156,127	Bachelor's	Allen CC BCCC Baker FHTC Hutch CC K-State McPherson Newman Ottawa Rasmussen Sterling Washburn