

## Marketing, Sales & Service

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

Job Title & Description	Entry Wage	Med. Wage	Exp. Wage	Holland Code	Education Required	Available Local Education
<b>Advertising &amp; Promotions Managers</b> 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.	\$62,870	\$78,670	\$108,160	CAE	Bachelor's	Baker Benedictine Butler CCCC Colby Donnelly ESU FHSU GCCC K-State KU NCCC Washburn WSU
<b>Advertising Sales Agents</b> Sell or solicit advertising, including graphic art, advertising space in publications, custom-made signs or TV and radio advertising time.	\$24,890	\$40,370	\$61,050	CAE	Some College	Benedictine Butler CCCC Colby Donnelly ESU FHSU GCCC K-State KU Washburn WSU
<b>Interior Designers</b> Plan and furnish the interiors of private homes, public buildings and commercial establishments.	\$27,260	\$43,450	\$52,760	RASE	Bachelor's	Colby FHSU JCCC K-State KU WSU Tech
<b>Marketing Managers</b> 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.	\$74,720	\$115,918	\$163,384	CASE	Bachelor's	Baker Benedictine Butler Colby Donnelly ESU FHSU GCCC JCCC K-State KU Washburn WSU
<b>Market Research Analysts &amp; Marketing Specialists</b> 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.	\$36,320	\$57,770	\$78,370	CIE	Bachelor's	Baker Butler Colby Donnelly ESU FHSU GCCC K-State KU Washburn WSU
<b>Property, Real Estate &amp; Community Associations Managers</b> Plan, direct or coordinate selling, buying, leasing or governance activities of commercial, industrial or residential real estate properties.	\$30,510	\$48,460	\$68,090	CRSE	Bachelor's	Donnelly FHSU GCCC K-State Washburn WSU
<b>Real Estate Agents</b> 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.	\$20,470	\$46,340	\$59,720	CRSE	Some College	FHSU KAR NCCC Washburn WSU
<b>Sales Managers</b> 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.	\$76,000	\$119,204	\$165,339	CRSE	Bachelor's	Butler CCCC Donnelly ESU FHSU K-State KU Washburn WSU

Job Title & Description	Entry Wage	Med. Wage	Exp. Wage	Holland Code	Education Required	Available Local Education	
<b>Sales Representatives, Wholesale &amp; Manufacturing (Except Technical &amp; Scientific Products)</b> Sell goods for wholesalers or manufacturers to businesses, government agencies and other organizations. Contact customers, explain product features, answer any questions that their customers might have and negotiate prices.	\$34,120	\$57,260	\$84,830	CRSE	Bachelor's	<b>Benedictine            CCCC            Donnelly            ESU            FHTC            FHSU</b>	<b>NCCC            K-State            KU            Washburn            WSU            WSU Tech</b>
<b>Sales Representatives, Wholesale &amp; Manufacturing (Technical &amp; Scientific Products)</b> Sell goods for wholesalers/manufacturers to businesses, government agencies and other organizations. Contact customers, explain product features, answer any questions the customers might have and negotiate prices.	\$51,370	\$78,210	\$123,260	CRISE	Bachelor's	<b>Benedictine            Butler            CCCC            Donnelly            ESU            FHSU</b>	<b>K-State            KU            NCCC            Washburn            WSU            WSU Tech</b>