



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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