

STATE OF THE SECTOR PATHWAY INFORMATION

Marketing & Sales

OVERVIEW

Marketing, sales, and service workers help businesses sell products. You might advertise and promote products so customers want to buy them. Or, you might sell products and services to customers. For example, you might develop a marketing plan for a small start-up company; sell furniture; or measure and fit lenses and frames for eyeglass customers.

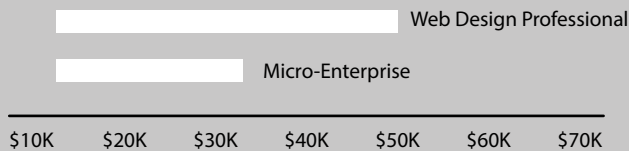
Every time you spend money on something, that item had to be created and thoughtfully marketed so you would choose that product over another competitor's option.

CONSIDERING A CAREER IN MARKETING & SALES?

Through the Louisiana Jump Start program, you can attain the following credentials while in high school:

AVERAGE SALARY RANGE BY CERTIFICATION

\$16,000 to \$53,000



Talk with your counselor to learn more.

SAMPLE CAREER LADDERS

The 21st Century requires individuals to continuously learn and advance their skillsets. No matter what, you will need some additional training or certification beyond high school. Below are sample career ladders to help you think through your path from entry to high skill employment.

ADVANCED

Marketing Director
Survey Researcher
Sales Manager

HIGH SKILL

Editor
Market Research Analyst
Wholesale & Retail Buyer

MIDDLE SKILL

Desktop Publisher
Business Intelligence Analyst
Demonstrator/ Product Promoter

ENTRY LEVEL

Proofreader
Interviewer
Retail Salesperson