



FinditBeitKernCounty.org



BUILD YOUR FUTURE
**MARKETING, SALES
& SERVICES**



**Kern
County**
Career Education
BUILD YOUR FUTURE

Kern County
**Superintendent
of Schools**
*Office of Mary C. Barlow
...advocates for children*



MARKETING, SALES & SERVICES

Do you enjoy trying to get people to see your way? Maybe you're a people person and like interacting with others. Explore the **Marketing, Sales, & Services** pathway for careers that draw on those skills. Get an introduction to retail sales, small business and entrepreneurship.



Go farther by continuing your education at these schools:

- Bakersfield College
- Taft College
- CSU Bakersfield



MARKETING & SALES HIGHLIGHTS

Marketing & sales careers involve planning, managing, and performing marketing activities to reach organizational objectives.¹ Approximately half of those in marketing careers have some form of postsecondary employment.²

JOBS IN THIS CLUSTER³

Survey Researcher

Average wage range: \$21.85 - \$39.75 per hour

Sales Representative

Average wage range: \$22.76 - \$48.17 per hour

Marketing Manager

Average wage range: \$50.95 - \$80.40 per hour

Demonstrator and Product Promoter

Average wage range: \$18.35-\$30.64 per hour

TYPICAL EMPLOYERS IN THIS CLUSTER

Management and Technical Consulting Services
Commercial Goods Merchant Wholesalers
Advertising Services
Grocery Stores

SOURCES:

¹California Community Colleges Career Coach

²U.S. Dept. of Labor, CareerOneStop Occupation Profile

³California Employment Development Department, Labor Market Information, 2020

