



# Marketing (Retail)

## ABOUT Jobs in Marketing

If you are interested in working in the Marketing industry, you would help businesses sell products. You might advertise and promote products so customers would want to buy them. Or you might sell products and services directly to customers, or use the Internet to reach customers.

### Marketing Management

In the Marketing Management pathway, employees direct marketing operations. The responsibilities include advertising, marketing, sales, and public relations. You might work in a large corporation and direct the activities of several employees, or you might work for a small company and do all the activities yourself.

### Professional Sales

Employees in the Professional Sales pathway make sure that goods and services are sold to consumers. The consumers may be other businesses or individuals.

### Merchandising

Employees in the Merchandising pathway get products into the hands of customers. You might buy the products that the businesses sell, or you might design the display and packaging for the products. You might assist customers with making decisions about which products best meet their needs.

### Marketing Communications

Marketing Communications employees design and implement marketing plans. You might create ads for television or magazines, or you might develop spot ads for radios so an organization becomes better known by the public.

### Marketing Research

Employees in Marketing Research collect and analyze many different types of information used to design new products and predict future sales. You might get information to compare your company against competitors.



## Marketing (Retail) STATS

Sample Jobs	Wage Ranges in our Area*			Projected Growth in our Area**	Annual Openings
	10%	Median	90%		
Cashier	\$11.00	\$11.61	\$14.53	-0.3%	VERY HIGH
Retail Sales	\$11.00	\$12.00	\$18.97	5.0%	VERY HIGH
Sales Manager	\$28.88	\$56.93	\$96.80	3.7%	HIGH
Marketing Manager	\$30.86	\$58.15	\$93.20	3.4%	MODERATE
Public Relations Specialist	\$19.79	\$27.49	\$43.57	3.7%	FEW
Sales Representative	\$23.01	\$36.12	\$74.11	3.6%	VERY HIGH
Buyer and Purchasing Agent	\$13.61	\$27.01	\$49.11	1.7%	HIGH

\*The wage range shows the wage distribution for 90 percent of the workers in the occupation between the 10th percentile and the 90th percentile. Wages vary by employer, industry, and operator's education, skill level & experience.

\*\*Employment and Outlook 2010-2020 Source: Bureau of Labor Statistics.

*This information, compiled by the Workforce Central I-Team, was extracted from sources listed in this document. The intention of this document is to provide you with a snapshot of the overall industry being featured, with relevant resources for conducting further investigation in your area(s) of interest. For questions and / or additional assistance, connect with a Career Counselor or Employment Specialist at your local Workforce Central Career Center. August 2017*



# Marketing (Retail) Resources

## General Labor Market Information and Research

Massachusetts Career Information System	Occupational and educational information to help people make better-informed career and school choices	<a href="http://www.masscis.intocareers.org">www.masscis.intocareers.org</a>
O*NET OnLine	National database of occupational information for career exploration and job analysis	<a href="http://www.onetonline.org">www.onetonline.org</a>
Bureau of Labor Statistics	Information and reports on labor market activity, working conditions, and price changes in the economy	<a href="http://www.bls.gov">www.bls.gov</a>
JobQuest	Massachusetts database for finding jobs, locating training courses and vendors, searching events, and more	<a href="http://www.mass.gov/jobquest">www.mass.gov/jobquest</a>
Department of Labor and Workforce Development	Labor market information specific to Massachusetts with links to Largest Employers and Employer Locator Tool	<a href="http://www.mass.gov/lmi">www.mass.gov/lmi</a>
Workforce Central Career Center	Central Massachusetts connection to job services, programs, events, resources, and more	<a href="http://www.workforcecentralma.org">www.workforcecentralma.org</a>

## Resources Specific to Marketing (Retail)

Monthly and Annual Retail Trade	Retail Trade Reports	<a href="http://www.census.gov/retail">www.census.gov/retail</a>
National Retail Federation	World's largest retail trade association representing department stores, home goods stores, merchants, grocers, wholesalers, chain restaurants and Internet retailers	<a href="http://www.nrf.com">www.nrf.com</a>
American Marketing Association (Boston Chapter)	Events, networking opportunities, resources and jobs	<a href="http://www.amaboston.org">www.amaboston.org</a>
Work in Retail	Job search engine	<a href="http://www.workinretail.com">www.workinretail.com</a>
Snagajob	America's #1 hourly jobs marketplace	<a href="http://www.snagajob.com">www.snagajob.com</a>
Jobs.net	Starting point in a job search for Marketing and Retail jobs	<a href="http://www.jobs.net">www.jobs.net</a> - Click All Jobs, then Retail Jobs

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