



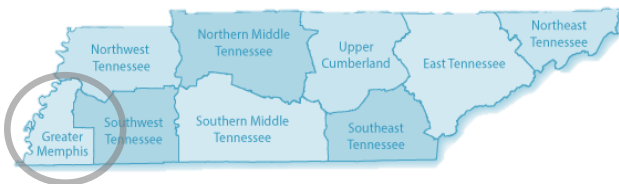
# Marketing



## Regional Career Opportunities – Listed by Highest Projected Demand



Job Zone 1 High School Diploma or Less	Job Zone 2 High School Diploma	Job Zone 3 Certificate or Associate's Degree	Job Zone 4 Bachelor's Degree	Job Zone 5 Master's or Doctorate Degree
<i>Few regional occupations in this career cluster require education at this degree level.</i>	<b>Cashiers</b> Annual Openings = 2,110 Median Wage = \$20,654	<b>Wholesale &amp; Retail Buyers</b> Annual Openings = 105 Median Wage = \$64,380**	<b>Sales Representatives, Wholesale &amp; Manufacturing, Except Technical...</b> Annual Openings = 380 Median Wage = \$55,586	<i>Few regional occupations in this career cluster require education at this degree level.</i>
	<b>Retail Salespersons</b> Annual Openings = 1,870 Median Wage = \$23,668	<b>Real Estate Agents</b> Annual Openings = 95 Median Wage = \$55,579	<b>Market Research Analysts &amp; Marketing Specialists</b> Annual Openings = 240 Median Wage = \$56,065 ★	
	<b>First-Line Supervisors of Retail Sales Workers</b> Annual Openings = 540 Median Wage = \$40,782	<b>Merchandise Displayers &amp; Window Trimmers</b> Annual Openings = 40 Median Wage = \$27,748	<b>Sales Managers</b> Annual Openings = 195 Median Wage = \$130,932 ★	
	<b>Sales Representatives, Services, All Other</b> Annual Openings = 470 Median Wage = \$56,130** ★	<i>Few regional occupations in this career cluster require education at this degree level.</i>	<b>Property, Real Estate, &amp; Community Association Managers</b> Annual Openings = 180 Median Wage = \$52,808 ★	
	<b>Driver/Sales Workers</b> Annual Openings = 205 Median Wage = \$31,150		<b>Sales Representatives, Wholesale &amp; Manufacturing, Technical...</b> Annual Openings = 160 Median Wage = \$66,433 ★	



★ Top five high-value occupations in this cluster for the **Greater Memphis Region**

Occupations with the highest annual openings that are stable or growing with median wages above \$35,000 are considered high-value.

\* = state data was used due to limitations in regional data.  
\*\* = national data was used due to limitations in regional and state data.





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## Regional High School Requirements and Programs

English Language Arts	Math	Science	Social Studies	Foreign Language	Physical Education	Fine Arts	Elective Focus
English I	Algebra I	Biology	World History and Geography	Foreign Language I	Lifetime Wellness	Fine Arts Selection	Minimum of Three Courses  <i>See Marketing career programs below.</i>
English II	Geometry	Chemistry	U.S. History	Foreign Language II	Strength and Exercise	-----	
English III	Algebra II	Physics	Economics and Government	-----	-----	-----	
English IV	4 <sup>th</sup> Math Course	-----	-----	-----	-----	-----	

Year	Entrepreneurship	Supply Chain Management	Additional Electives	Regional Postsecondary Schools	
9	Student Success	Student Success	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<b>Certificates and Associate's Degrees</b>	<b>Bachelor's and Advanced Degrees</b>
10	Marketing & Management I / Career Success (LDC)	Career Success (LDC)		<b>Community Colleges</b> <ul style="list-style-type: none"> <li>Southwest Tennessee Community College</li> <li>Tennessee College of Applied Technology</li> </ul>	<b>Colleges and Universities</b> <ul style="list-style-type: none"> <li>University of Memphis</li> <li>University of Tennessee - Heath Sciences Center</li> <li>College of Medicine</li> <li>Rhodes College</li> <li>Christian Brothers University</li> <li>Le Moyne-Owen College</li> </ul>
11	Entrepreneurship	Marketing & Management I			
12	Virtual Enterprise International (VEI)	Foundations of Supply Chain Management I			

## Postsecondary Programs / Majors for Occupations in this Career Cluster

<b>Certificate or AA</b>	Merchandising and Buying Operations	Real Estate Development	***	***	***
<b>Bachelor's Degree</b>	Sales, Distribution & Marketing Operations	Marketing Research	Marketing Management	Special Products Marketing Operations	Applied Economics
<b>Advanced Degree</b>	***	***	***	***	***