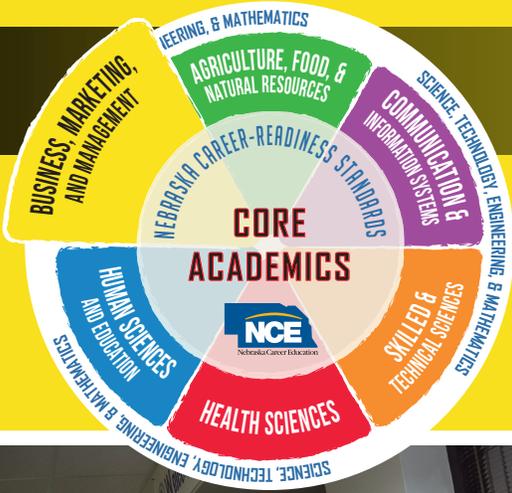




# Marketing

This career cluster prepares for careers in planning, managing and performing varieties of marketing activities to create, communicate and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.



MARKETING H3 OCCUPATIONS	Average Entry Wage
Market Research Analysts and Marketing Specialists	\$37,072
Public Relations Specialists	\$30,474
Sales Managers	\$64,461
Marketing Managers	\$57,249
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$37,414
Public Relations and Fundraising Managers	\$53,615
Wholesale and Retail Buyers, Except Farm Products	\$34,572

This H3 list based on projected highest number of openings in Nebraska through 2024. Source: Nebraska Department of Labor, Office of Labor Market Information.



## TYPICAL HIGH SCHOOL CLASSES

- Marketing
- Marketing Management
- Entrepreneurship

## CAREER & TECHNICAL STUDENT ORGANIZATIONS

GET INVOLVED WITH THESE ORGANIZATIONS!



## VIRTUAL CAREER TOURS

OF NEBRASKA BUSINESSES



Find more H3 jobs at: [h3.ne.gov](http://h3.ne.gov)

[www.necareertours.com](http://www.necareertours.com)

Education Pathways to begin your career	Certificate	Diploma	Associate Degree	Bachelor's Degree	Military
ADVERTISING				✓	
APPAREL AND TEXTILE MARKETING MANAGEMENT				✓	
BUSINESS ADMINISTRATION AND MANAGEMENT			✓	✓	✓
BUSINESS, MARKETING, INFORMATION TECHNOLOGY TEACHER				✓	
ECONOMICS				✓	
ENTREPRENEURSHIP	✓		✓		
FASHION MERCHANDISING	✓		✓		
INTERNATIONAL MARKETING				✓	
MARKETING ASSISTANT / SPECIALIST	✓		✓		
MARKETING MANAGEMENT				✓	
PUBLIC RELATIONS, ADVERTISING AND APPLIED COMMUNICATION				✓	✓
REAL ESTATE	✓		✓		
RETAIL MANAGEMENT		✓	✓		✓
SALES, DISTRIBUTION AND MARKETING OPERATIONS	✓		✓		
SELLING SKILLS AND SALES OPERATIONS			✓		

Advanced and professional degrees not included on this chart.

Check out all education and training options. Entry into these careers may begin with:

- Apprenticeships
- On-the-job training
- Attaining stackable credentials
- Entry-level employment

Entrepreneurship is a career choice!



Start your own business!



Marketing expects an average of **4,211 job openings** each year.

## EXPLORE MORE AT

For diplomas, certificates and associate degrees in most NE Community Colleges: [www.mygreatcareer.com](http://www.mygreatcareer.com)

For all types of pathways including professional degrees: [www.NebraskaCareerConnections.org](http://www.NebraskaCareerConnections.org) or [www.mynextmove.org](http://www.mynextmove.org)

For military careers: [www.careersinthemilitary.com](http://www.careersinthemilitary.com) or [www.todaysmilitary.com](http://www.todaysmilitary.com)

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