

MARKETING

Occupation	Growth	Wages	Education	Job Description
Market Research Analyst	23%	\$68,485	Master's degree	Research market conditions in local, regional, or national areas to determine potential sales of product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.
Public Relations Manager	18%	\$102,823	Bachelor's plus experience	Plan and direct public relations programs designed to create and maintain a favorable public image for an employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations.
Sales Engineer	18%	\$94,095	Bachelor's degree	Sell business goods or services, the selling of which requires a technical background equivalent to a baccalaureate degree in engineering.
Appraiser and Assessor of Real Estate	19%	\$52,688	Postsecondary award	Appraise real property to determine its fair value. May assess taxes in accordance with prescribed schedules.
Real Estate Broker	8%	\$67,495	Work experience in a related occupation	Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate, renting properties, and arranging loans.
Sales rep, Wholesale and Manuf., Tech and Scientific Products	18%	\$73,754	Moderate-term on-the-job training	Sells goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of postsecondary education.
Retail Salesperson	24%	\$23,442	Short-term on-the-job training	Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.