



FAMILY & CONSUMER SCIENCES

HEALTH SCIENCE

SKILLED & TECHNICAL SCIENCES

MARKETING

INFORMATION TECHNOLOGY

BUSINESS

AGRICULTURE

TECHNOLOGY & ENGINEERING

KEY to the information in the CAREER CHARTS*

Star Rating

The Utah Department of Workforces Services created the star rating system to rank jobs based on both outlook (90 percent on the number of annual openings projected for the occupation, and 10 percent on the growth rate) and wages (median annual wages for the occupation in Utah). "Five Star" jobs are those with the strongest employment outlook and high wages, with four, three, two and one star ratings applied as the rankings go down. Please note, however, that occupations are grouped by training level and so the wages for a "high paying" job that requires just short-term on-the-job training, will not match the wages of a "high paying" job that requires a college education. In addition, a five star rating does not necessarily mean that a job will be easy to find since that will depend on the number of qualified applicants available to fill openings. Think "demand vs. supply."

Occupational Title & Description

Occupational titles and descriptions reflect information developed by the U. S. Department of Labor to use in the Occupational Information Network, also known as "O*NET." (<http://online.onetcenter.org/>)

Interest Code

Also known as "Holland codes," the interest codes assigned to occupations in the chart come from O*NET. You may have taken an interest assessment to help you understand your personal career interest code, and that will help you find occupations that are suited to your interests. For more information on "Realistic (R)," "Investigative (I)," "Artistic (A)," "Social (S)," "Enterprising (E)," and "Conventional (C)" interest types (and combinations thereof), talk to your school counselor and complete the Interest Profiler in UtahFutures.

Statewide Hourly Wages

The first amount listed in this column is for “inexperienced” workers and reflects the average wage of the bottom third of the people working in that occupation in Utah. The second amount in the column is the “median” wage, representing the middle wage in the full range of wages paid to workers in that occupation in Utah. Source of data: Utah Department of Workforce Services.

Utah Job Openings

This column reflects the average number of annual openings (total of openings due to growth, plus net replacement, 2006-16) that are pro-

jected for the occupation, as well the total number of people in Utah projected to be employed in this occupation by the year 2018 (reflecting the size of that occupation in Utah). Source of data: Utah Department of Workforce Services.

**As a total group, the occupations reflected in this series of charts by Area of Study, reflect the large majority of the jobs in which people are employed in Utah.*

Education/ Training Level

There are eleven levels of education and training defined by the U. S. Department of Labor to describe that level generally needed to qualify for employment. “Long-term” is training that lasts 12 months or more; “Moderate-term” lasts 1-12 months; and “Short-term” is under 0-1 month long. If you have questions about other terms used, talk to your counselor or consult the glossary in Utah-Futures. Source of Data: Utah Department of Workforce Services.

Other

Other interesting or important facts about the occupation; e.g., “Licensed” indicates that this is an occupation for which you must be licensed to practice in the state of Utah. (Full list of licensed occupations in Utah can be found at: [http://jobs.utah.gov/opencms/wi/pubs/licensedoccup.](http://jobs.utah.gov/opencms/wi/pubs/licensedoccup/))

Shaded Cells:

You may have noticed that some of the cells in “Wages,” “Job Openings” and “Training Level” are shaded. The shading indicates that this occupation meets the criterion for “High wage” (more than \$15.70/hour), “High Demand” (50 or more annual openings), and/or “High Skills” (training results in certification, licensure, or college degree), defined by the Utah State Office of Education.





MARKETING

Did you know?

Marketing is an expansive field that covers industries from advertising to travel and tourism, from retail to sports and entertainment, from real estate to Internet marketing.

Learn More > www.utahcte.org/career/marketing.php

Star Rating	Occupational Title & Description	Interest Code	Statewide Hourly Wages Inexperienced Median	Utah Job Outlook Openings Total Emp. 2018	Education/ Training Level	Other
*	Actor – Performs dramatic roles, action roles, comedy routines, or tricks of illusion to entertain audiences.	AE	\$8.96 \$11.70	20 Openings 394 Total	Long-Term OJT	
**	Advertising and Promotions Manager – Plans and directs advertising and programs to create or promote interest in a product or service.	EAC	\$23.08 \$38.00	10 Openings 276 Total	Experience + Bachelor's	
****	Advertising Sales Agent – Sells or solicits advertising, such as advertising space in publications, or air time on TV and radio.	ECA	\$12.35 \$18.76	80 Openings 2,138 Total	Moderate OJT	
<div style="border: 1px solid black; padding: 10px; background-color: #fff; margin: 10px auto; width: 80%;"> <p><i>Tickle Me Elmo™ was introduced to the U. S. Market in 1996, and by Christmas that year was a sales phenomenon, having sold out in most stores within two hours of opening the day after Thanksgiving.</i></p> </div>						
*	Amusement and Recreation Attendant – Performs a variety of attending duties at amusement parks or recreation facilities.	ECR	\$7.58 \$8.56	260 Openings 4,205 Total	Short-Term OJT	
*	Athlete and Sports Competitor – Participates in professional competitive athletic events to entertain sports fans.	RE	N/A N/A	10 Openings 143 Total	Long-Term OJT	
*	Demonstrator and Product Promoter – Demonstrates merchandise and answers questions to create interest in buying products.	ECR	\$8.60 \$10.61	50 Openings 1,370 Total	Moderate OJT	Nontraditional for men

Star Rating	Occupational Title & Description	Interest Code	Statewide Hourly Wages Inexperienced Median	Utah Job Outlook Openings Total Emp. 2018	Education/ Training Level	Other
***	Driver/Sales Worker – Drives trucks or other vehicles over established routes to deliver and sell goods.	RE	\$7.81 \$12.11	130 Openings 4,123 Total	Long-Term OJT	Nontraditional for women
*	Fine Artist, Including Painter, Sculptor, and Illustrator – Creates original works of art, or produces artwork according to instructions.	AR	\$9.99 \$15.01	20 Openings 502 Total	Long-Term OJT	
*	Hotel, Motel, and Resort Desk Clerk – Register hotel patrons, assign rooms, issue keys, confirm reservations and receive payments.	CES	\$7.93 \$9.14	170 Openings 3,533 Total	Short-Term OJT	
*****	Insurance Sales Agent – Sells or advises clients on life, auto, fire, accident, and other types of insurance.	ECS	\$12.71 \$22.26	280 Openings 7,244 Total	Bachelor's Degree	Licensed
*****	Marketing Manager – Plans and coordinates activities to determine the demand for products and services offered by a firm.	EC	\$27.39 \$42.94	60 Openings 1,569 Total	Experience + Bachelor's	
****	Market Research Analyst – Researches market conditions to determine potential sales of a product or service.	IEC	\$19.74 \$31.17	50 Openings 1,048 Total	Bachelor's Degree	
N/R	Model – Poses for pictures taken by photographers or as subject for paintings or sculptures.	AER	N/A N/A	N/A N/A	Moderate OJT	Nontraditional for men
*	Producer and Director – Producer - selects plays or scripts and arranges financing. Director - auditions and selects cast members, conducts rehearsals, and directs activities of cast and technical crew for stage, motion pictures, television or radio programs.	EA	\$17.16 \$26.71	40 Openings 907 Total	Experience + Bachelor's	

Star Rating	Occupational Title & Description	Interest Code	Statewide Hourly Wages Inexperienced Median	Utah Job Outlook Openings Total Emp. 2018	Education/ Training Level	Other
***	Public Relations Specialist – Promotes a positive image for individuals or groups by writing, selecting and releasing favorable material.	EAS	\$14.87 \$22.65	170 Openings 3,873 Total	Bachelor's Degree	
*	Retail Salesperson – Sells a wide variety of merchandise. Also greets customers, explains and demonstrates products.	EC	\$7.78 \$9.87	2,260 Openings 55,214 Total	Short-Term OJT	
*****	Sales Manager – Plans, directs, and coordinates sales activities such as quotas and goals for sales representatives.	EC	\$27.72 \$42.13	160 Openings 4,146 Total	Experience + Bachelor's	
*****	Sales Representative, Except Technical and Scientific Products – Sells goods or services for wholesalers or manufacturers to businesses or groups of individuals.	CE	\$14.11 \$23.12	680 Openings 19,823 Total	Moderate OJT	
*****	Sales Representative, Technical and Scientific Products – Sells products that require a technical knowledge of the product and its use.	EC	\$20.54 \$31.48	220 Openings 6,249 Total	Moderate OJT	
***	Securities, Commodities, and Financial Services Sales Agent – Buys and sells securities in investment and trading firms. Develops financial plans.	EC	\$13.32 \$23.04	280 Openings 6,550 Total	Bachelor's Degree	Licensed

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Star Rating	Occupational Title & Description	Interest Code	Statewide Hourly Wages Inexperienced Median	Utah Job Outlook Openings Total Emp. 2018	Education/ Training Level	Other
***	Supervisor/Manager of Retail Sales Workers – Directly supervises and coordinates the activities of sales, marketing, and related workers.	ECS	\$11.05 \$14.93	830 Openings 24,587 Total	Related Experience	
***	Telemarketer – Promotes and solicits orders for goods or services over the telephone.	EC	\$8.27 \$10.65	250 Openings 7,850 Total	Short-Term OJT	
*	Usher, Lobby Attendant, and Ticket Taker – Assists patrons at entertainment events by collecting admission tickets and helping patrons find seats.	SCE	\$7.41 \$8.01	90 Openings 1,295 Total	Short-Term OJT	
	Travel Agent – Plans trips for travel agency customers.	EC	\$10.01 \$13.24	20 Openings 1,082 Total	Applied Technology	
*	Writer and Author – Creates original written works for publication or performance.	A	N/A N/A	70 Openings 1,752 Total	Bachelor's Degree	

A Sample of Related Postsecondary Programs of Study

- Marketing
- Sales and Merchandising



The Pathways

- Marketing Entrepreneurship
- Marketing Management
- Sales & Service Marketing
- Travel & Tourism

The average company saves over \$7,000 for each employee suggestion that is applied.

The idea behind investing is to put money to use in such a way that it is likely to turn into more money.

Additional Resources

www.utahdeca.org

DECA is the student leadership organization for Marketing Education.

UtahFutures.org
Career Information System

Access your SEOP and get detailed education and occupational information.