

MARKETING, SALES, + SERVICE

Pathway Guide

Is a career in Marketing, Sales, + Service right for you?

- Are you persuasive?
- Do you have creative ideas?
- Are you outgoing and friendly?



most important

Basic Skills

required for work in the
marketing, sales, +
service pathway

like to make presentations problem solver
excellent collaborator
strong public speaker assertive

3 Three Main Points

1 Marketing includes the processes and techniques of identifying, promoting, and transferring products or services to consumers and is a function of almost every business.

2 The three pathways in this sector (Marketing, Professional Sales, and Entrepreneurship/Self-Employment).

3 Marketing exists within an environment of rapidly changing technology, interdependent nations and economies, and increasing demands for ethical and social responsibility.

Printable



A handy two-page document with details on the career pathways and training available for those interested in the Marketing, Sales, + Service industry sector.

Pathway Guide



Video



Sales Manager Career Path

Sales managers in the hospitality industry plan hotel stays as well as special events like weddings, conferences and reunions. Sales managers think strategically and offer packages that make the most sense for both their company and their clients. There are over 80,000 businesses in California within the hospitality and tourism industry. In the next five years, it is projected that there will be over 9,000 job openings for sales managers in all industries, including hospitality and tourism, in California. Salaries for sales managers range from \$35 to \$79 per hour.



Resources



www.californiacareers.info

www.californiacolleges.edu

www.edd.ca.gov/Jobs_and_Training

www.cac.ca.gov/resources

www.statecenter.com/industrysectors/marketing-sales-and-service

