

W Y O M I N G

# CAREERS<sup>®</sup>



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Wyoming Department  
of Workforce Services



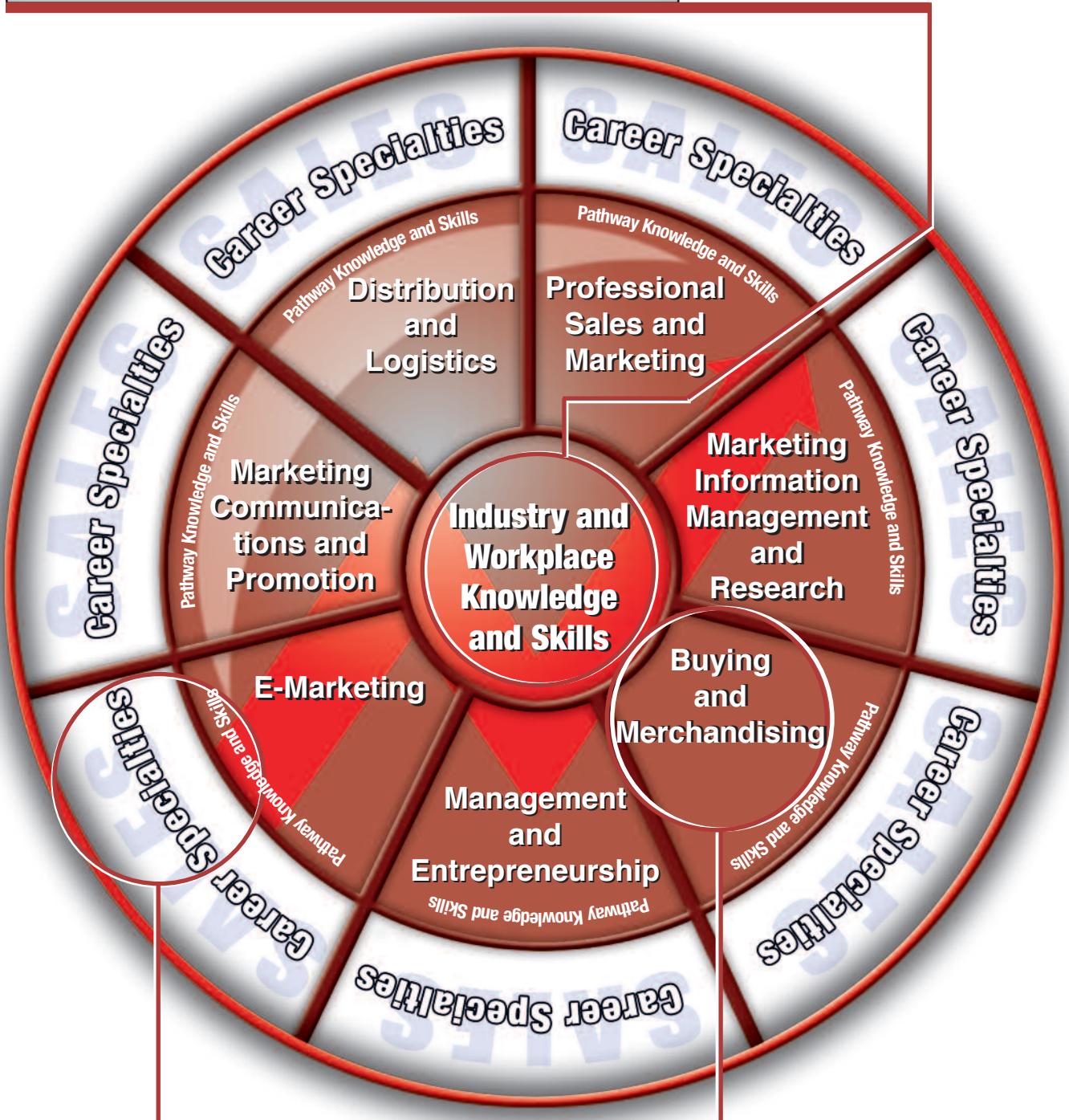
Planning, managing and performing marketing activities  
to reach organizational objectives.

## Career Cluster Guide

2009-2010

# CAREER CLUSTER MODEL

Industry and workplace knowledge and skills are taught and reinforced in all pathways and at all levels.



Highly specific career specialty skills are taught at the postsecondary level by colleges, trade schools, apprenticeships or other training options.

High schools offer some or all pathways to students and teach pathway-specific knowledge and skills.

# PATHWAY

# SPECIFIC OCCUPATIONS

<p><b>Management and Entrepreneurship</b></p>	<ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Owners</li> <li>• Small Business Owners</li> <li>• Presidents</li> <li>• Chief Executive Officers</li> <li>• Principals</li> </ul>	<ul style="list-style-type: none"> <li>• Partners</li> <li>• Proprietors</li> <li>• Franchisees</li> <li>• Independent X's (e.g., distributor)</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>Professional Sales and Marketing</b></p>	<ul style="list-style-type: none"> <li>• Inbound Call Managers</li> <li>• Channel Sales Managers</li> <li>• Regional Sales Managers</li> <li>• Client Relationship Managers</li> <li>• Business Development Managers</li> <li>• Territory Representatives/Managers</li> <li>• Key Account Managers</li> <li>• National Account Managers</li> <li>• Account Executives</li> <li>• Sales Engineers</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Executives</li> <li>• Technical Sales Specialists</li> <li>• Retail Sales Specialists (big ticket)</li> <li>• Outside Sales Representatives</li> <li>• Industrial Sales Representatives</li> <li>• Manufacturer's Representatives</li> <li>• Salespersons</li> <li>• Field Marketing Representatives</li> <li>• Brokers</li> <li>• Agents</li> </ul>	<ul style="list-style-type: none"> <li>• Field Representatives</li> <li>• Solutions Advisors</li> <li>• Sales/Marketing Associates</li> <li>• Telemarketers</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>Buying and Merchandising</b></p>	<ul style="list-style-type: none"> <li>• Store Managers</li> <li>• Retail Marketing Coordinators</li> <li>• Merchandising Managers</li> <li>• Merchandise Buyers</li> <li>• Operations Managers</li> <li>• Visual Merchandise Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Managers</li> <li>• Department Managers</li> <li>• Sales Associates</li> <li>• Customer Service Representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Clerks (e.g., stock, receiving, etc.)</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>Marketing Communications and Promotion</b></p>	<ul style="list-style-type: none"> <li>• Advertising Managers</li> <li>• Public Relations Managers</li> <li>• Public Information Directors</li> <li>• Sales Promotion Managers</li> <li>• Co-op Managers</li> <li>• Trade Show Managers</li> <li>• Circulation Managers</li> <li>• Promotions Managers</li> <li>• Art/Graphics Directors</li> </ul>	<ul style="list-style-type: none"> <li>• Creative Directors</li> <li>• Account Executives</li> <li>• Account Supervisors</li> <li>• Sales Representatives</li> <li>• Marketing Associates</li> <li>• Media Buyers/Planners</li> <li>• Interactive Media Specialists</li> <li>• Analysts</li> <li>• Contract Administrators</li> </ul>	<ul style="list-style-type: none"> <li>• Copywriters</li> <li>• Research Specialists</li> <li>• Research Assistants</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>Marketing Information Management and Research</b></p>	<ul style="list-style-type: none"> <li>• Database Managers</li> <li>• Research Specialists/Managers</li> <li>• Brand Managers</li> <li>• Marketing Services Managers</li> <li>• Customer Satisfaction Managers</li> <li>• (Research) Project Managers</li> <li>• Customer Relationship Managers</li> <li>• Forecasting Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Planners, Marketing</li> <li>• Product Planners</li> <li>• Planning Analysts</li> <li>• Directors of Market Development</li> <li>• Database Analysts</li> <li>• Analysts</li> <li>• Research Associates</li> <li>• Frequency Marketing Specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Management Specialists</li> <li>• Interviewers</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>Distribution and Logistics</b></p>	<ul style="list-style-type: none"> <li>• Warehouse Managers</li> <li>• Materials Managers</li> <li>• Traffic Managers</li> <li>• Logistics Managers</li> <li>• Transportation Managers</li> <li>• Inventory Managers/Analysts</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics Analysts/Engineers</li> <li>• Distribution Coordinators</li> <li>• Shipping/Receiving Administrators</li> <li>• Shipping/Receiving Clerks</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>
<p><b>E-Marketing</b></p>	<ul style="list-style-type: none"> <li>• Fulfillment Managers</li> <li>• E-Merchandising Managers</li> <li>• E-Commerce Directors</li> <li>• Web Site Project Managers</li> <li>• Internet Project Directors</li> <li>• Brand Managers</li> <li>• Forum Managers</li> <li>• Web Masters</li> </ul>	<ul style="list-style-type: none"> <li>• Web Designers</li> <li>• Interactive Media Specialists</li> <li>• Internet Sales Engineers</li> <li>• Site Architects</li> <li>• User Interface Designers</li> <li>• On-line Market Researchers</li> <li>• Copywriters, Designers</li> <li>• Account Supervisors</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Support Specialists</li> <li>• Customer Service Representatives</li> <li>• Administrative Support Representatives (e.g., human resources, clerical, finance, technical)</li> </ul>

# Wyoming's Highest-Paying, Fastest-Growing Jobs

Title	Basic Description O*NET/SOC Description (may be truncated)	Anticipated Total 2014 Employment
Source: See footnote #1	Source: See footnote #1	Source: See footnote #1
Appraisers and assessors of real estate	Appraise real property to determine its fair value. May assess taxes in accordance with prescribed schedules.	451
Cashiers	Receive and disburse money in establishments other than financial institutions. Usually involves use of electronic scanners, cash registers, or related equipment.	5,860
Counter and rental clerks	Receive orders for repairs, rentals, and services. May describe available options, compute cost, and accept payment.	947
Customer service representatives	Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily sales or repair.	2,321
Insurance sales agents	Sell life, property, casualty, health, automotive, or other types of insurance. May refer clients to independent brokers, work as an independent broker, or be employed by an insurance company.	708
Market research analysts	Research market conditions in local, regional, or national areas to determine potential sales of a product or service.	251
Property, real estate, and community association managers	Plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.	739
Purchasing agents, except wholesale, retail, and farm products	Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment.	346
Retail salespersons	Sell merchandise, such as furniture, motor vehicles, appliances, or apparel, in a retail establishment.	10,485
Sales managers	Direct the actual distribution or movement of a product or service to the customer.	729
Sales representatives, wholesale and manufacturing, except technical and scientific products	Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics. Knowledge normally obtained from at least two years of postsecondary education.	2,376
Sales representatives, wholesale and manufacturing, technical and scientific products	Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.	1,167
Wholesale and retail buyers, except farm products	Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods.	184

1. Source: [doe.state.wy.us/lmi](http://doe.state.wy.us/lmi)
2. Source: [www.careerinfonet.org](http://www.careerinfonet.org)

# MARKETING, SALES & SERVICE

Wyoming Number of New Jobs, Projected 2004-2014	Wyoming Estimated Hourly Average Wage	Wyoming Estimated Yearly Wage	Most Common Education/ Training	Suggested Programs of Study	Is at least one of these programs available in Wyoming?
Source: See footnote #1	Source: See footnote #1	Source: See footnote #1	Source: See footnote #2	Source: See footnote #2	
107	\$27.07	\$56,288	Bachelor's degree	• Real Estate	Yes
158	\$8.51	\$17,692	Short-term on-the-job training	• Retailing and Retail Operations	Yes
346	\$8.38	\$17,447	Short-term on-the-job training	• Selling Skills and Sales Operations	Yes
627	\$12.93	\$26,882	Moderate-term on-the-job training	• Customer Service Support/Call Center/Teleservice Operation • Receptionist	Yes
86	\$21.95	\$45,654	Bachelor's degree	• Insurance	Yes
57	\$22.29	\$46,374	Bachelor's degree	• Applied Economics • Business/Managerial Economics • Econometrics and Quantitative Economics • Economics	Yes
163	\$19.97	\$41,532	Bachelor's degree	• Real Estate	Yes
59	\$23.96	\$49,843	Long-term on-the-job training	• Sales, Distribution, and Marketing Operations	Yes
2,109	\$10.61	\$22,062	Short-term on-the-job training	• Floriculture/Floristry Operations and Management • Retailing and Retail Operations • Sales, Distribution, and Marketing Operations • Selling Skills and Sales Operations	Yes
201	\$30.50	\$63,439	Bachelor's or higher degree, plus work experience	• Business Administration and Management • Business/Commerce • Consumer Merchandising/Retailing Management • Marketing • Marketing/Marketing Management	Yes
692	\$19.40	\$40,359	Work experience in a related occupation	• Apparel and Accessories Marketing Operations • Business, Management, Marketing, and Related Support Services • General Merchandising, Sales, and Related Marketing Operations • Sales, Distribution, and Marketing Operations	Yes
400	\$31.28	\$65,057	Work experience in a related occupation	• Business, Management, Marketing, and Related Support Services • Selling Skills and Sales Operations	Yes
36	\$17.53	\$36,466	Long-term on-the-job training	• Apparel and Accessories Marketing Operations • Apparel and Textile Marketing Management • Fashion Merchandising • Merchandising and Buying Operations • Sales, Distribution, and Marketing Operations	Yes

For additional information and resources, go to:

[http://www.wyomingworkforce.org/resources/links\\_career.aspx](http://www.wyomingworkforce.org/resources/links_career.aspx)

# PROGRAMS OF STUDY

## WYOMING COMMUNITY COLLEGES

### MARKETING, SALES & SERVICE

Casper College

Central Wyoming College

Eastern Wyoming College

Laramie County  
Community College

Northwest College

Northern Wyoming  
Community College District

Western Wyoming  
Community College

## MAJORS

AS - Associate of Sciences  
AA - Associate of Arts  
AAS - Associate of Applied Sciences  
AB - Associate of Business  
C - Certificate

MAJORS	Casper College	Central Wyoming College	Eastern Wyoming College	Laramie County Community College	Northwest College	Northern Wyoming Community College District	Western Wyoming Community College
Administrative Assistant					AAS	AAS, C	C
Ag Beef Production			C				
Agribusiness		AS					
Agriculture Business	AS, AAS		AS		AS	AA, AS	
Auto Parts Management		AAS					
Auto Technology – Parts Specialist Option		AAS, C					
Business Administration	AB	AS	AAS, AS	AS	AS		AS
Business Management		AAS		AAS	AAS		
Communication (Northwest College: Speech Communication)	AA, AAS		AA	AA	AA		AA
Computer Technology		AAS, C					
Counter Part Sales		C					
Customer Service				C			
Customer Service – Business Environment		C					
Customer Service – Business Skills		C					
Customer Service – Computer Skills		C					
Customer Service – Contact Skills		C					
Customer Service – Specialist		C					
General Studies in Business				AAS			
Hospitality/Marketing and Sales Management	C						
Hotel and Restaurant Management		AAS					
Hotel Management		C					
Major Hotel Management		C					
Major Restaurant Management		C					
Management	AAS						
Marketing	AS, C						AAS, AS
Mass Media				AA			
Outside Sales – Parts		AAS					
Restaurant Management		C					
Retail Merchandising	AAS, C						
Statistics			AS				
Web Design and Application Skills	AAS		C		C		
Web Site Development							C

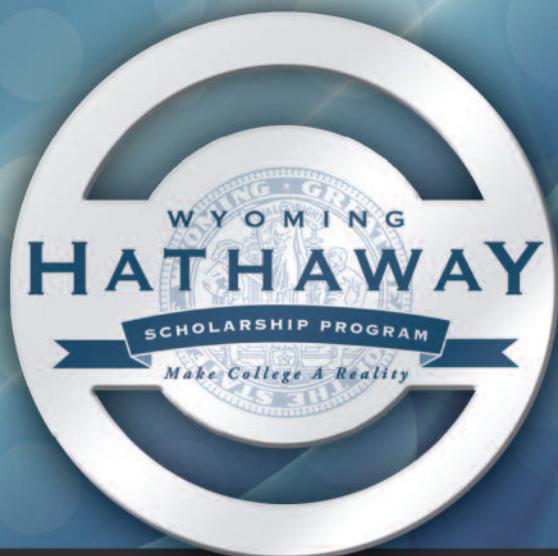
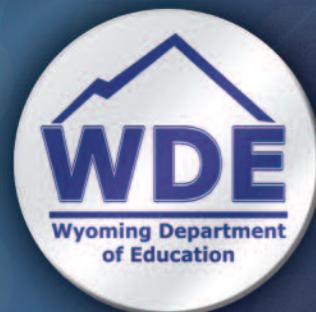
# UNIVERSITY OF WYOMING

		Bachelor's	Master's	Doctorate
<b>COLLEGE OF AGRICULTURE</b>				
MAJORS	Agriculture Business _____	●	●	●
	Agriculture Communications _____	●		
	Family and Consumer Science – Apparel Design _____	●		
<b>COLLEGE OF ARTS AND SCIENCES</b>				
MAJORS	Communications _____	●	●	
	Psychology _____	●	●	●
<b>COLLEGE OF BUSINESS</b>				
MAJORS	Business Administration _____	●	●	
	Management _____	●		
	Marketing _____	●		

**Degree:** An award conferred by a college or university signifying that the recipient has satisfactorily completed a defined academic or vocational-technical program of study: Associate of Arts, Associate of Science, Associate of Applied Science, Bachelor of Arts, or Bachelor of Science.

**Certificate:** An official document issued to a student by a college or university attesting to the training, aptitude and/or qualification gained from the satisfactory completion of a defined program of study. Credit hours vary from 0 to 60 credit hours and are awarded for attendance or specific skills gained. (Attendance requirements vary from one hour to two years of study, depending upon program requirements.)

This information is presented as the result of a collaborative effort among the following agencies:



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Career Cluster Coordinator  
**Wyoming Department of Education**  
2300 Capitol Avenue  
Hathaway Building, 2nd Floor  
Cheyenne, WY 82002-0050



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**States' Career Clusters Initiative 2006**  
[www.careerclusters.org](http://www.careerclusters.org)