

Marketing & Sales

The Marketing & Sales Career Cluster focuses on promoting products, understanding consumer needs, engaging with communities, and driving sales. It integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies to build strong customer connections and support business growth. This Cluster is essential in all industries for creating value, effectively reaching and engaging target audiences, and achieving commercial success in a competitive marketplace.

This Career Cluster is also a Cross-Cutting Cluster as the skills gained through this Career Clusters area are applicable across all Career Clusters. Practitioners are encouraged to combine content from this Cluster across other CTE programs.

Rank	Occupation category	U.S. employment
1	Retail salespersons	3,998,100
2	Cashiers	3,106,300
3	Customer service representatives	2,666,000
4	First-line supervisors of retail sales workers	1,419,800
5	Sales representatives, wholesale and manufacturing, except technical and scientific products	1,279,400
6	Sales representatives of services, except advertising, insurance, financial services, and travel	1,272,700
7	Market research analysts and marketing specialists	952,700
8	Sales managers	650,100
9	Buyers and purchasing agents	516,100
10	Marketing managers	421,600