

### 2004 –2014 Occupational Projections

Occupational Title	Minimum Education Requirements	** Total Annual Demand	1 <sup>st</sup> Quarter 2006 Average Hourly Wage
First-Line Supervisors/Managers of Retail Sales Workers	Work Exp. in a related occ.	470	\$15.40
First-Line Supervisors/Managers of Non-Retail Sales Workers	Work Exp. in a related occ.	100	22.50
Tailors, Dressmakers, and Custom Sewers	Work Exp. in a related occ.	20	10.93
Counter and Rental Clerks	Short-term Tng. & Exp.	270	\$9.23
Meat, Poultry, and Fish Cutters and Trimmers	Short-term Tng. & Exp.	60	8.43
Parking Lot Attendants	Short-term Tng. & Exp.	60	7.12
Machine Feeders and Offbearers	Short-term Tng. & Exp.	50	12.40
Telemarketers	Short-term Tng. & Exp.	30	13.14
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific	Mod.-term Tng. & Exp.	680	\$22.25
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Mod.-term Tng. & Exp.	150	28.09
Laundry and Dry-Cleaning Workers	Mod.-term Tng. & Exp.	140	7.49
Parts Salespersons	Mod.-term Tng. & Exp.	110	12.55
Advertising Sales Agents	Mod.-term Tng. & Exp.	50	17.71
Demonstrators and Product Promoters	Mod.-term Tng. & Exp.	40	11.19
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary voc.	110	\$10.20
Appraisers and Assessors of Real Estate	Postsecondary voc.	70	19.13
Real Estate Sales Agents	Postsecondary voc.	40	17.03
Barbers	Postsecondary voc.	30	10.29
Jewelers and Precious Stone and Metal Workers	Postsecondary voc.	30	11.80
Sales Managers	degree	150	\$34.46
Marketing Managers	degree	30	31.70
Purchasing Managers	degree	30	27.43

\*\*Total Annual Demand = Demand in the occupation as a function of replacement demand (retirements + turnover) + new growth.

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## Occupations in the Spotlight



### Retail Salespersons



Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.

- ◆ Knowledge of principles and processes for providing customer and personal services
- ◆ Knowledge of principles and methods for showing, promoting, and selling products or services

### Required WorkKeys® Scores:

AM LI RI  
3 3 3

### Marketing Manager



Plan, direct, coordinate or budget activities concerned with the construction and maintenance of structures, facilities, and systems. Participate in the conceptual development of a construction project and oversee its organization, scheduling, and implementation.

- ◆ Knowledge of media production, communication, and dissemination techniques and methods
- ◆ Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data
- ◆ Knowledge of laws, legal codes, court procedures, government regulations, executive orders, agency rules, and the democratic political process

### Required WorkKeys® Scores:

AM LI RI  
Not Yet Available

AM = Applied Mathematics

LI = Locating Information

RI = Reading for Information

WorkKeys® assessments give students and workers reliable, relevant information about workplace skill levels. Combined with information about skill levels required for jobs, assessments information can help students make better career and educational decisions. Louisiana uses three WorkKeys® assessments as the foundation for awarding career readiness certificates. For more information, contact the Workforce Education and Training Office at the Louisiana Board of Regents (225-342-4253).

## LOUISIANA Opportunities in



*This diverse Career Cluster prepares learners for careers in planning, managing and providing education and training services, and related learning support services.*

### FASTEST GROWING JOBS

- 👤 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- 👤 First-Line Supervisors/Managers of Retail Sales Workers
- 👤 Counter and Rental Clerks
- 👤 Sales Managers
- 👤 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

### Louisiana Department of Labor Office of Occupational Information Services

P.O. Box 94094  
Baton Rouge, LA 70804-9094  
Phone (225) 342-3141  
TDD Toll Free (866) 277-9317  
FAX (225) 342-9192

"This document was produced as a collaborative endeavor between the Louisiana Departments of Labor, Education and the Board of Regents".

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Auxiliary Aids and Services are available upon request to individuals with disabilities*

## Reference Center:

Louisiana Department of Labor -  
<http://www.LAWORKS.net>

Occupational Information – go to Career Exploration  
<https://www.voshost.com/default.asp>

Louisiana Employment Outlook -  
[http://www.laworks.net/LaborMarketInfo/LMI\\_employmentprojections.asp](http://www.laworks.net/LaborMarketInfo/LMI_employmentprojections.asp)

Louisiana Technical Colleges -  
<http://www.ltc.edu/home.asp>

Financial Aid-  
<http://www.osfa.state.la.us/>

Louisiana Board of Regents-  
<http://www.regents.state.la.us>

Louisiana Community & Technical College System  
<http://www.lctcs.net/>

ACT  
<http://www.act.org>

National Career Clusters  
<http://www.careerclusters.org>



*This brochure is designed to provide assistance to students as they prepare to make decisions about course selection, their career options and future plans.*

**The Career Options Law (Act 1124)** mandates that all high school students have a five-year educational plan and that all high schools offer career majors/areas of concentrations. It is the intent of the law that students have a focus while in school to help make learning more relevant and meaningful.

Students in 6th – 8th grades must complete at least six career awareness activities which help students to develop a five-year educational plan. It also requires school systems to offer areas of concentrations to address students' interests.

**The Five-Year Educational Plan** Students must complete this plan at the end of their 8th grade year with input from their counselor and/or advisor and family. This plan must be reviewed and revised on an annual basis throughout high school with student, parent and counselor/advisor signatures each year.

## Marketing, Sales, and Service Cluster High School Areas of Concentrations (2007 – 2008)

**Diploma Endorsements** will help provide for students the preparation necessary for college and/or a career. By the same token employers will be getting better prepared workers, and higher education institutions will have students better prepared for success in their post secondary institutions. These endorsements help students to maximize their 11th and 12th grades, encourage more students to take Advanced Placement courses, encourage students to take advantage of career and technical education courses and opportunities, as well as hold high schools accountable for what is taught during the 11th and 12th grades. Students can complete the necessary requirements for two different diploma endorsements:

- Academic Endorsement
- Career and Technical Endorsement

Please see your guidance counselor for further details.

**The Louisiana WORKReady! Certificate** is a portable credential that signifies to an employer that an individual has achieved acceptable levels in the foundation skills necessary for success in the workplace and gives Louisiana citizens a “key to work”. Issued by the Workforce Commission, the Certificate is a tool that helps employers identify qualified candidates to fill the openings they have in their businesses.

People who attain the Certificate, which will display their workplace readiness skill levels, will have an advantage as they pursue their career goals. The Certificate increases the likelihood that business will receive a well-trained, highly skilled worker and that education will prepare students for available jobs. For more information, contact the

### Career Cluster

Marketing, Sales and Services

### Areas of Concentrations

Clothing and Textiles  
 Entrepreneurship  
 Marketing and Sales Management  
 Upholstery

### Post Secondary Programs

Apparel & Accessories Marketing Management  
 Retail and Wholesale Operations  
 Business Marketing Operations  
 Entrepreneurship  
 Enterprise Management & Operations  
 Market Management  
 Sales Operations  
 Marketing Research  
 Operation Management and Supervision

### Training Programs Related

Certification(s):  
 Customer Service

For more information on course selection  
 visit our Web site:

<http://www.doe.state.la.us/lde/ssa/curricome.html>

## TOP EMPLOYING INDUSTRIES

### Industry

*(based on North American*

*Industry Classification System NAICS)*

Industry	Number		Percent Change
	2004	2014	
General Merchandise Stores	49,489	48,378	-1,111
Food and Beverage Stores	40,669	38,979	-1,690
Motor Vehicle and Parts Dealers	28,165	29,569	1,404