



Marketing, Sales, & Services

This sector provides students the instruction and hands-on training to meet the growing need for marketing professionals with skills in communication, small business, self-employment, and advertising. **The three pathways in Kern are:**

- Marketing
- Professional Sales
- Entrepreneurship/Self-Employment

California Future Forecast: New Jobs Annually 547,990
Average Wage: \$69,001

Career	Certificate	2-Year	4-Year+	Pay
Order Fillers: Wholesale & Retail Sales	✓			\$35,000
Teller/Cashier	✓			\$36,280
Energy Brokers		✓	✓	\$77,090
Securities & Commodities Traders		✓	✓	\$84,620
Market Research Analyst & Marketing Specialist		✓	✓	\$83,150
Insurance Sales Agents		✓	✓	\$75,520
Travel Agents	✓	✓	✓	\$53,700
Real Estate Brokers	✓	✓	✓	\$93,810
Sales Managers		✓	✓	\$152,190
Marketing Managers		✓	✓	\$176,940

See the back for schools with these pathways.



Schools with Marketing, Sales, and Service Pathways in Kern County

Entrepreneurship/Self-Employment

Business owner, consultant, event planner

Career Tech Ed Center
Kern High ROC

Marketing

Sales manager, public relations, account manager

Kern High ROC
Career Tech Ed Center
East Bakersfield High School

Professional Sales

Sales person, real estate agent, customer service

East Bakersfield High School
Foothill High School
Kern High ROC
Ruggenberg Career Center
Taft High

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Kern Education Pledge signatories consists of all 46 public school districts in Kern County, the Kern County Superintendent of Schools, CSU Bakersfield, the Kern Community College District, Taft College, Charters, and community partners.