

Table C. Marketing Sales and Service Career Cluster, Occupational Specialties and Related O*NET Occupations, Sequenced by Career Pathway and Occupational Specialty Code

Occupational Specialties		Related SOC/O*NET Occupation	
Code	Title	Code	Title
14.10000	Management and Entrepreneurship Pathway		
14.10010	International Merchandising Managers	11-2022.00	Sales Managers
14.10020	International Marketing Managers	11-2021.00	Marketing Managers
14.10030	Advertising and Promotions Managers	11-2011.00	Advertising and Promotions Managers
14.10040	Marketing Managers	11-2021.00	Marketing Managers
14.10050	Sales Managers and Supervisors	11-2022.00	Sales Managers
14.10060	Purchasing Managers	11-3061.00	Purchasing Managers
14.10070	Property, Real Estate, and Community Association Managers	11-9141.00	Property, Real Estate, and Community Association Managers
14.10080	Small Business Entrepreneurs	11-1011.02	Private Sector Executives
14.10090	E-Commerce Entrepreneurs	11-1011.02	Private Sector Executives
14.20000	Professional Sales and Marketing Pathway		
14.20010	Sales Engineer	41-9031.00	Sales Engineers
14.20020	Real Estate Appraisers	13-2021.02	Appraisers, Real Estate
14.20030	Real Estate Assessors	13-2021.01	Assessors
14.20040	Wholesale and Retail Buyers	13-1022.00	Wholesale and Retail Buyers, Except Farm Products
14.20050	Real Estate Brokers	41-9021.00	Real Estate Brokers
14.20060	Real Estate Sales Agents	41-9022.00	Real Estate Sales Agents
14.20070	International Salespersons	41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
14.20070	International Salespersons	41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
14.20080	Retail Salesperson and Associates	41-2031.00	Retail Salespersons
14.20090	Demonstrators and Product Promoters	41-9011.00	Demonstrators and Product Promoters
14.20100	Models	41-9012.00	Models
14.20110	Fashion Designers	27-1022.00	Fashion Designers
14.20120	Floral Designers	27-1023.00	Floral Designers
14.20130	Interior Designers	27-1025.00	Interior Designers
14.20140	Merchandise Displayers and Window Trimmers	27-1026.00	Merchandise Displayers and Window Trimmers
14.20150	Advertising Sales Agent	41-3011.00	Advertising Sales Agents

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14.20160	Sales Representatives	41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
14.20160	Sales Representatives	41-4012.00	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
14.30000	Buying and Merchandising Pathway		
14.30010	Procurement Clerks	43-3061.00	Procurement Clerks
14.30020	Order Clerks	43-4151.00	Order Clerks
14.30040	Real Estate Clerks	43-9061.00	Office Clerks, General
14.30050	Rental Clerks	41-2021.00	Counter and Rental Clerks
14.30060	Cashiers and Checkers	41-2011.00	Cashiers
14.30070	Adjustment Clerks	43-4051.01	Adjustment Clerks
14.30080	Counter Clerks	41-2021.00	Counter and Rental Clerks
14.30090	Stock Clerks	43-5081.01	Stock Clerks, Sales Floor
14.30090	Stock Clerks	43-5081.03	Stock Clerks- Stockroom, Warehouse, or Storage Yard
14.30100	Marking Clerks	43-5081.02	Marking Clerks
14.30110	Service Station Attendants	53-6031.00	Service Station Attendants
14.30120	Parking Lot Attendants	53-6021.00	Parking Lot Attendants
14.40000	Marketing Communication and Promotion Pathway		
14.40010	Public Relations Specialists	27-3031.00	Public Relations Specialists
14.40020	Public Relations Writers	27-3031.00	Public Relations Specialists
14.40030	Advertising Clerks and Agents	41-3011.00	Advertising Sales Agents
14.40030	Advertising Clerks and Agents	43-4151.00	Order Clerks
14.50000	Marketing Information and Research Pathway		
14.50020	Market Researchers	19-3021.00	Market Research Analysts
14.50040	Marketing Information Managers	11-2021.00	Marketing Managers

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14.60000	Distribution and Logistics Pathway		
14.60010	Wholesale Distribution Managers	11-3071.02	Storage and Distribution Managers
14.60020	International Distribution Managers	11-3071.02	Storage and Distribution Managers
14.60040	Warehouse Managers	11-3071.02	Storage and Distribution Managers
14.60050	Route Salesperson	53-3031.00	Driver/Sales Workers
14.60060	Scheduling and Recording Distribution Workers	43-5061.00	Production, Planning, and Expediting Clerks
14.60070	Wholesale Freight, Stocking, Handling, Material Moving, and Packing Workers	53-7062.03	Freight, Stock, and Material Movers, Hand
14.60070	Wholesale Freight, Stocking, Handling, Material Moving, and Packing Workers	53-7064.00	Packers and Packagers, Hand
14.60080	Traffic, Shipping, and Receiving Clerks	43-5071.00	Shipping, Receiving, and Traffic Clerks
14.70000	E-Marketing Pathway		
14.70010	E-Commerce Marketing Specialists	11-2021.00	Marketing Managers
14.70020	E-Commerce Workers	99-0000.00	To broad to classify