MARKETING & MANAGEMENT

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to grow about as fast as average for all occupations through 2021. Keen competition is expected for these positions. Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

Employment Information

Greater Kansas City Area: In 2016, those employed in the marketing and management field held an estimated 6,265 jobs in the fifteen counties that make up the Kansas City Metropolitan Statistical Area (MSA), with 6,593 (+5.2%) jobs projected by 2021. Of those positions in 2016, 341 were advertising and promotions managers; 389 were public relations managers; 3,528 were sales managers; and 2,007 were marketing managers.

State: In Kansas, those employed in the marketing and management field held an estimated 6,923 jobs in 2016, with 7,334 jobs projected by 2021 (+5.9%). Of those positions in 2016, 309 were advertising and promotions managers (310 projected, +0%); 438 were public relations managers (465 projected, +5%); 4,178 were sales managers (4,369 projected, +10%); and 1,999 were marketing managers (2,190 projected, +10%). Approximately 411 openings are anticipated due to the need for replacements and growth.

National: About 833,901 jobs were held by those employed in the marketing and management field in 2016, with 877,597 jobs projected by 2021 (+5.2%). Of those positions in 2016, 40,536 were advertising and promotions managers (42,144 projected, +4%); 65,796 were public relations managers (70,103 projected, +7%); 464,231 were sales managers (483,657 projected, +4%); and 263,338 were marketing managers (281,693 projected, +7%). Approximately 43,696 openings are expected due to growth and the need for replacement workers.

Salary Information

Greater Kansas City Area: Advertising and promotions managers employed in the Greater Kansas City area earned an average hourly wage of $38.70 in 2016. Additionally, marketing managers earned $49.98 per hour, public relations managers earned $47.05 per hour, and sales managers earned $47.48 per hour.

State: Advertising and promotions managers in Kansas earned an average hourly wage of $35.29 in 2016. Additionally, marketing managers earned $45.50 per hour; public relations managers earned $40.69 per hour; and sales managers earned $42.70 per hour.

September 2017
National: Advertising and promotions managers working full-time earned an average hourly wage of $43.80 in 2016. Additionally, marketing managers earned $53.99 per hour; public relations managers earned $51.91 per hour, and sales managers earned $49.60 per hour.

JCCC Placement and Salary Information

The JCCC Office of Institutional Research conducts a follow-up study of program completers one year after completion. Sixty-seven percent of the graduates who responded to the follow-up study conducted during 2015-16 year, and were employed, were employed in a job related to their field. Those who were employed reported earning an average hourly wage of $20.00.

Note: Salary Information for Greater Kansas City, State, and National is based on EMSI 2016 third quarter data. JCCC information for career program completers is based on data supplied by respondents to follow-up studies and is not necessarily representative of all career program completers. Other sources: Bureau of Labor Statistics