

MARKETING RESEARCH ANALYST AND MARKETING SPECIALISTS

WHAT WILL I BE DOING?

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals
- Measure and assess customer and employee satisfaction

NATIONAL, STATE AND LOCAL WAGE INFORMATION

	2019 Entry Level Hourly Wage	2018 Employment	Projected 2028 Employment
Capital Area	\$22.55	4,370	5,658
Texas	\$20.84	30,610	40,780
United States	\$17.01	740,900*	904,500*

WHAT JOB TITLES SHOULD I SEARCH FOR?

- Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Specialist

WHERE COULD I WORK?

- Management, Scientific and Technical Consulting Services
- Finance and Insurance
- Wholesale Trade
- Publishing Industries

KNOWLEDGE AND SKILLS NEEDED

WHAT TYPE OF EDUCATION AND/OR TRAINING WILL I NEED?

- Mostly this occupation requires a Bachelor's degree, but some opportunities do not

WILL I NEED A SPECIAL LICENSE OR CERTIFICATION?

Many occupations prefer or require at least one certification for entry or advancement.

Primary Data Sources: Texas Workforce Commission at texaslmi.com, JobsEQ at jobseq.eqsuite.com, Bureau of Labor Statistics at bls.gov, and CareerOneStop at careerinfonet.org, 2019, *US Projections are for 2020-2030



OCCUPATIONAL PROFILE

For Staff Use
SOC: 13.1161
CIP: 52.1041
52.1402

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CAPITAL AREA CAREER LADDER

* Also Included on Targeted Occupation List (PY 2021)

Marketing Manager

Hourly Wages

- Entry Level: \$43.55
- Median Level: \$70.72

257 new & replacement positions between 2018-2028

*Marketing Research Analyst and Marketing Specialist

Hourly Wages

- Entry Level: \$22.55
- Median Level: \$35.85

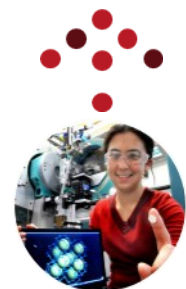
1,288 new & replacement positions between 2018-2028

Public Relations Specialist

Hourly Wages

- Entry Level: \$19.56
- Median Level: \$28.97

611 new & replacement positions between 2018-2028



This Career Ladder is for illustrative purposes and does not display all pathways for career advancement. For more information or feedback email: CareerLadder@wfscapitalarea.com

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Relay Texas: 1.800.735.2989 (TDD)/ 711 (Voice). www.wfscapitalarea.com

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