

Occupational Profile
Marketing Sales Supervisors
OES (Occupational Employment Statistics) CODE: 41002

Cameron County		Hidalgo/Starr/Willacy Counties	
Employment 2000	Projected Employment 2010	Employment 2000	Projected Employment 2010
1,850	2,050	3,080	3,310
Absolute Change		Absolute Change	
#	%	#	%
200	10.8	230	7.5
Is License Required?	Growth to Replacement	Is License Required?	Growth to Replacement
No	1:1.2	No	1:1.8
Hourly Wage 2002		Hourly Wage 2002	
Mean	Median	Mean	Median
\$11.77	\$10.71	\$12.16	\$10.43

Job Description:

Because the retail trade industry provides goods and services directly to customers, the marketing sales supervisor or manager is responsible for ensuring that customers receive satisfactory service and quality goods. They also answer customers' inquiries and handle complaints. They are responsible for interviewing, hiring, and training employees, as well as preparing work schedules and assigning workers to specific duties. The responsibilities of marketing sales supervisors and managers vary, depending on the size and type of establishment, as well as the level of management.

Average Education Required

Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. Some may require a bachelor's degree.

Related Occupations

Marketing sales supervisors and managers serve customers, supervise workers, and direct and coordinate the operations of an establishment. Others with similar responsibilities include managers in restaurants, wholesale trade, hotels, banks, and hospitals.

Skills Required

- Speaking -- Talking to others to effectively convey information
- Critical Thinking -- Using logic and analysis to identify the strengths and weaknesses of different approaches
- Information Gathering -- Knowing how to find information and identifying essential information
- Coordination -- Adjusting actions in relation to others actions
- Identification of Key Causes -- Identifying the things that must be changed to achieve a goal

Industrial Employment Patterns		
Industry Code	Industry	Percent of Employees
8820	Self-employed & Unpaid Family Workers	30.5%
5410	Grocery Stores	9.8%
5310	Department Stores	4.8%
5940	Miscellaneous Shopping Goods Stores	3.4%
5510	New & Used Car Dealers	3.1%