



Sales, Distribution and Marketing Operations, General CIP Code 52.1801

Introduction – Program of Study

Advertising, marketing, promotions, public relations, and sales managers coordinate their companies' market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities. Sales managers direct sales programs. They assign sales territories, set goals, and establish training programs for the sales representatives. Sales managers advise the sales representatives on ways to improve their sales performance. Sales managers maintain contact with dealers and distributors. They analyze sales statistics to determine sales potential and inventory requirements and to monitor customers' preferences.

Substantial travel may be involved. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors. Advertising and promotion managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special interest groups or government officials. Job transfers between headquarters and regional offices are common, particularly among sales managers.

A wide range of educational backgrounds is suitable for entry into advertising, marketing, promotions, public relations, and sales managerial jobs, but many employers prefer those with experience in related occupations. For marketing, sales, and promotions management positions, some employers prefer a bachelor or master degree in business administration with an emphasis on marketing. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. Additionally, the completion of an internship while the candidate is in school is highly recommended. In highly technical industries, such as computer and electronics manufacturing, a bachelor degree in engineering or science, combined with a master degree in business administration, is preferred.

Familiarity with word processing and database applications is important for most positions. Computer skills are vital because marketing, product promotion, and advertising on the internet are increasingly common. Also, the ability to communicate in a foreign language may open up employment opportunities in many rapidly growing areas around the country, especially cities with large Spanish speaking populations.

Persons interested in becoming advertising, marketing, promotions, public relations, and sales managers should be mature, creative, highly motivated, resistant to stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public is vital. These managers also need tact, good judgment, and exceptional ability to

establish and maintain effective personal relationships with supervisory and professional staff members and client firms.

Assumptions of this Program of Study

High quality programs should meet the following standards:

1. Promote positive working relationships.
2. Implement a curriculum that fosters all areas of skill development
3. Use appropriate and effective teaching approaches.
4. Provide ongoing assessments of student progress.
5. Employ and support qualified teaching staff.
6. Establish and maintain relationships and use resources of the community.
7. Provide a safe and healthy learning environment.
8. Implement strong program organization and supervision policies that result in high quality teaching and learning.
9. Integrate academic skills and aptitudes necessary for postsecondary education, gainful employment and a foundation of lifelong learning.

CIP Code

52.1801 Sales, Distribution and Marketing Operations, General

This is an instructional program that provides instruction in the fields of sales, distribution and marketing operations and focuses on the process and techniques of direct wholesale and retail buying and selling operations. This program is concerned with marketing, sales, distribution, merchandising and management including ownership and management of enterprises engaged in marketing. Marketing education programs prepare individuals to perform one or more marketing function such as selling, pricing, promotion, product/service management, distribution, financing and marketing information management. In addition, instructional programs include varying emphasis on technical knowledge of products and/or services marketed; related communication, economic, technological and computation skills; and abilities and attitudes associated with human relations. The program may also include management functions associated with owning and operating a business. Sales, distribution and marketing operations prepares individuals for occupations in such businesses as retail and wholesale trade, finance, insurance, real estate, entertainment, hospitality, food service, communications, storage and distribution.

For more information, contact:

The Pennsylvania Department of Education
Bureau of Career and Technical Education
333 Market Street, 11th Floor
Harrisburg, PA 17126-0333
Phone: 717-346-9735
Fax: 717-783-6672
TTY: 717-783-7445