

Marketing – Sales

Are you outgoing and passionate about building relationships? A career in sales could be the right path for you! Sales professionals play a critical role in today's global marketplace. Supporting nearly all industries, salespeople help customers and businesses define their needs, understand and evaluate options, make effective purchasing decisions, and build enduring relationships. Those working in sales deal directly and personally with the market. They interact with a diverse group of people, internally and externally, to their organization, as they work to understand the appropriate needs and desires of the customer, and how it can be matched with the company's appropriate product or service.



Careers in sales not only develop your skills in public speaking and customer service, but can also develop your leadership skills through learning how to negotiate, having difficult conversations, and overcoming objections. Other important factors in sales are motivation and initiative, as often times sales reps are not closely supervised and are responsible for their own financial performance. Within sales, the skills you learn give you a broad perspective of how a firm's products, competitors, and the economic conditions interact. By gaining this broad perspective, your career can grow in a variety of ways: a lateral transition, a transition to a different department, or a promotion to management! The Business College of Business and Economics Sales Leadership Center is a great resource to further explore the profession, earn the Certificate of Professional Sales and network with the Centers partners – Fortune 500 companies.

Source: Career Overview

Average Salary & Trajectory*

Entry-Level

\$73,000 annually

- Advertising Sales Agents
- Buyer and Purchasing Agents
- Sales Development Representative
- Account Representative
- Customer Success Associate
- Brand Ambassador

Mid-Level

\$100,000 annually

- Fundraising Manager
- Sales Manager
- Marketing Manager
- Advertising and Promotions Manager
- Online Merchants
- Account Executive
- Business Development Analyst

Senior-Level

\$130,000 annually

- Director Of Sales
- Director Of Marketing
- National Account Manager
- Territory Manager
- Chief Revenue Officer

Learn More With O*Net

Visit O*Net Online to explore the sample roles in private accounting. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

01

Visit O*Net Online at
www.onetonline.org.

02

Refer to the sample job titles listed in the
"O*Net Keywords" section below.

03

Enter phrase into O*Net's "Occupation
Search" to explore sample roles.

O*Net Keywords

- Digital Advertising
- Digital Marketing
- Search Marketing

Roles

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

Skills/Experience Suggested:

- Strong analytical and problem-solving skills
- Ability to interpret customer data and market trends
- Self-starter with the ability to work independently and cross-functionally
- Experience collaborating with virtual or distributed teams
- Excellent interpersonal and written/oral communication skills
- Strong negotiation and closing skills
- Experience in customer relationship management and retention
- Ability to present and pitch ideas effectively to clients or stakeholders
- Familiarity with digital marketing tools (e.g., Google Ads, SEO platforms)
- Time management and organizational skills in deadline-driven environments

Advanced Degrees:

- MBA in Marketing
- Master of Science in Marketing

Professional Certifications:

- Certificate of Professional Sales
- Certified Professional Sales Person
- Certified Sales Professional
- Certificate in Sales Management
- LinkedIn Sales Navigator Certification

Professional Associations:

- National Association of Sales Professionals
- Sales and Marketing Executives International Inc.
- National Sales Network
- American Marketing Association (AMA)
- Association of National Advertisers (ANA)
- Digital Marketing Institute (DMI)

Campus Resources:

- Sales Leadership Center (SGMH 3357)
- American Marketing Association (AMA) – Student Organization
- Pi Sigma Epsilon – Marketing and Sales Fraternity
- Business Inter-Club Council (BICC)
- Marketing Honors Networking Program
- TitanLink – CSUF student organization portal

Industry Research & Tools:

- CollegeGrad.com
- TheMuse.com
- fullerton.vault.com -Login with your CSUF email
- Bureau of Labor Statistics–Career outlook, salary, and employment trends
- What Can I Do with This Major– accessible through Titan Connect – Login with your CSUF email

Job & Internship Search Sites:

- Fullerton.joinhandshake.com
- CSUF Career Center
- Wayup.com
- Linkedin.com
- Ziprecruiter.com
- Indeed.com
- Glassdoor.com

Employers Hiring CSUF Business Graduates:

