Make An Appointment Today!

Cañada Career Center is here to help you with your career and educational goals. Come in or call to make an appointment 650-306-3401.

Other tools that can help in your search include:

Eureka.org
The premier career and educational information website.

Assist.org
Is a student-transfer information system that shows how course credits earned at one public California college or university can be applied when transferred to another.

Careervoyages.gov
Web site of the U.S. Dept. of ED
Online.onetcenter.org
Occupational informational network

CareerZone.org/budget/index
Research the lifestyle you want to have and how much it will cost you.
**Personal Characteristics**

Your Personal characteristics will aid you in being successful. These abilities may be natural and can be improved by using them.

**Above average ability to:**
- Catch on to things
- Question customers about preferences
- Negotiate prices
- Persuade others
- Read and understand trade journals
- Write fashion forecasts

**Average ability to:**
- Add and subtract quickly
- Use numbers to determine costs and write orders
- Use color perception

**Ability to:**
- Use form perception to verify figures on orders and to determine shapes and figures on textiles and fabrics and in displays
- Get along well with other people
- Judge quality and whether a "line" of clothing will sell
- Interpret the attitude of customers
- Make judgments using knowledge or experience

**An interest in:**
- Coordinating data and resources

**Enjoy:**
- Having business contact with people

**Demonstrate:**
- Physical stamina that you can set the company image with a professional wardrobe

**Major or Programs of Study**

- Accounting
- Banking and Finance
- Business Management and Administration
- Economics
- Clothing and Textiles
- Floral Design
- Insurance
- Journalism and Communications
- Real Estate
- Transportation Management

**State and National Wages**

<table>
<thead>
<tr>
<th>LMI Occupation</th>
<th>Entry Low Pay</th>
<th>Average Pay</th>
<th>Top Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>$7,953</td>
<td>$11,731</td>
<td>*</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Buyers, Ex. Farm Products</td>
<td>$3,225</td>
<td>$4,676</td>
<td>$5,624 &amp; up</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOC Occupation</th>
<th>Entry Pay</th>
<th>Average Pay</th>
<th>Top Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>$5,019</td>
<td>$10,516</td>
<td>$15,600 &amp; up</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Buyers, Ex. Farm Products</td>
<td>$2,464</td>
<td>$4,734</td>
<td>$7,562 &amp; up</td>
</tr>
</tbody>
</table>

**State and National Trends**

<table>
<thead>
<tr>
<th>LMI Occupation</th>
<th>Estimated Jobs 2010</th>
<th>Expected Jobs 2020</th>
<th>Openings due to Growth</th>
<th>Openings due to Replacements</th>
<th>Expected Yearly Job Openings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>35,800</td>
<td>38,800</td>
<td>300</td>
<td>770</td>
<td>1,070</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Buyers, Ex. Farm Products</td>
<td>18,300</td>
<td>18,400</td>
<td>10</td>
<td>460</td>
<td>470</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOC Occupation</th>
<th>Estimated Jobs 2020</th>
<th>Expected Jobs 2020</th>
<th>Openings due to Growth</th>
<th>Openings due to Replacements</th>
<th>Expected Job Openings per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>178,200</td>
<td>202,400</td>
<td>24,200</td>
<td>51,800</td>
<td>7,600</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Buyers, Ex. Farm Products</td>
<td>122,000</td>
<td>133,000</td>
<td>11,000</td>
<td>30,700</td>
<td>4,170</td>
</tr>
</tbody>
</table>

*Some statements of income may reflect on a bachelor's degree or higher education.

*Information provided by Eureka.org