



**South Dakota  
High Demand  
&  
High Wage  
Career**



**Career Cluster: Marketing**

# Market Research Analysts and Marketing Specialists

*Standard Occupational Code 13-1161*

## What They Do

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

## Is This For You?

**Work Interests** are described in the following categories (compatible with Holland's Model). People who tend to succeed in this career are:

**Enterprising (Persuaders)** — Like to influence, persuade or lead people and manage others. They enjoy working on a team toward goals, competition and business-like activities.

**Conventional (Organizers)** — Detail oriented and organized. They like to analyze data, keep financial records and do research. They can be counted on to be accurate and enjoy structure and closure.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

**Achievement** — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.

**Support** — Offer supportive management that stands behind employees.

**Working Conditions** — Offer job security and good working conditions.

**Abilities** reflect a person's aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Inductive Reasoning
- Deductive Reasoning
- Fluency of Ideas
- Oral Comprehension
- Oral Expression
- Written Comprehension
- Information Ordering
- Category Flexibility

## Basic Skills You Need

- Critical Thinking
- Reading Comprehension
- Writing
- Active Listening
- Complex Problem Solving
- Speaking
- Judgment and Decision Making
- Active Learning
- Mathematics

## Education & Training

A bachelor's degree in market research, marketing, statistics, math, computer science, business administration or communications is recommended for market research analysts and marketing positions. Top research positions may require a master's degree.

## Recommended Levels\* for the National Career Readiness Certificate

Applied Math	4
Workplace Documents	4
Graphic Literacy	4

\*Using the median skill level.

## Where They Work

The South Dakota industries which employ the largest number of market research analysts and marketing specialists are:

- Management, Scientific, and Technical Consulting Services
- Advertising, Public Relations, and Related Services
- Management of Companies and Enterprises

## South Dakota Employment & Wages

2022 Employment	2032 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
1,419	1,724	305	21.5%	170	\$61,990	\$68,990

## Additional References

### Labor Market Information Center

[www.dlr.sd.gov/lmic](http://www.dlr.sd.gov/lmic)

### Career OneStop

[www.careeronestop.org](http://www.careeronestop.org)

### O\*Net Online

[www.onetonline.org](http://www.onetonline.org)

### mySkills myFuture

<https://www.myskillsmyfuture.org/>

## Provided By

Labor Market Information Center  
South Dakota Dept. of Labor and Regulation  
605.626.2314

Visit [dlr.sd.gov/hotcareers](http://dlr.sd.gov/hotcareers) to obtain the most recent workforce data and trends and more resources, including this document. Also available are explanations of the terms used in this occupational profile.

Auxiliary aids and services are available upon request to individuals with disabilities. U.S. DOL funded. For details, see [dlr.sd.gov/lmic/eta\\_grant.aspx](http://dlr.sd.gov/lmic/eta_grant.aspx).

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