



MARKET RESEARCH ANALYST

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

Knowledge and Skills Needed for this Career

In addition to courses required for high school graduation, essential skills and knowledge needed for a career as a market research analyst are reinforced by taking rigorous and relevant courses, as well as participating in work-based experiences and student organization activities.

(See the Sample Personal Plan of Study for suggested coursework, activities, and knowledge and skills to pursue in preparation of an occupation in this Career Cluster.)

Education Requirements

Occupation	Percent of Missouri employees aged 25 to 44 in the occupation whose highest level of educational attainment is:		
	High School or Less	Some College	Bachelor Degree or More
Market research analysts	4.4%	13.5%	82.2%
Social Scientists & Related Workers	0.7%	6.8%	92.5%
Life, Physical, & Social Science	5.6%	12.7%	81.7%

Most Common Educational/Training Level: Bachelor's degree
Apprenticeships are available for more than 240 occupations. Visit www.oa.doleta.gov/bat.cfm
Note: Be sure to learn whether your occupation has a specific requirement for education or licensing.

National and State Wage Information

Location	Pay Period	2007		
		Entry*	Median	Experienced**
United States	Hourly	\$20.84	\$28.99	\$41.23
	Yearly	\$43,300	\$60,300	\$85,800
Missouri	Hourly	\$18.56	\$25.32	\$35.56
	Yearly	\$38,600	\$52,700	\$74,000

Based on (*) lower 25% and (**) upper 25% percentile of wages

National and State Employment Trends

Market Research Analyst	Employment		Percent Change	Job Openings*
	2006	2016		
United States	234,400	281,400	+ 20%	6,290
Missouri	3,100	3,460	+ 11%	120

*The estimate for Job Openings includes both turnover that results from people who leave the occupation (e.g. quit, retire, death) and new jobs that are created.

Educational Opportunities

Note: This list may not be all inclusive. For more information about Missouri schools and programs, visit www.dhe.mo.gov

Central Methodist University - College of Liberal Arts & Sciences

Fayette, MO
(660) 248-3391
www.centralmethodist.edu

College of the Ozarks

Point Lookout, MO
(417) 334-6411
www.cofo.edu

Drury University

Springfield, MO
(417) 873-7879
www.drury.edu

Lincoln University

Jefferson City, MO
(573) 681-5000
www.lincolnu.edu

Missouri State University

Springfield, MO
(417) 836-5000
www.missouristate.edu

Missouri Valley College

Marshall, MO
(660) 831-4000
www.moval.edu

Missouri Western State University

Saint Joseph, MO
(816) 271-4200
www.missouriwestern.edu

(more-over)

Northwest Missouri State University

Maryville, MO
(660) 562-1212
www.nwmissouri.edu

Park University

Parkville, MO
(816) 741-2000
www.park.edu

Rockhurst University

Kansas City, MO
(816) 501-4000
www.rockhurst.edu

Saint Louis University - Main Campus

Saint Louis, MO
(314) 977-2222
www.imagine.slu.edu

Southeast Missouri State University

Cape Girardeau, MO
(573) 651-2000
www.semo.edu

Truman State University

Kirksville, MO
(660) 785-4000
www.truman.edu

University of Central Missouri

Warrensburg, MO
(660) 543-4111
www.ucmo.edu

University of Missouri - Columbia

Columbia, MO
(573) 882-2121
www.missouri.edu

University of Missouri - Kansas City

Kansas City, MO
(816) 235-1000
www.umkc.edu

University of Missouri - Rolla

Rolla, MO
(573) 341-4111
www.umr.edu

University of Missouri - St Louis

Saint Louis, MO
(314) 516-5000
www.umsl.edu

Washington University in St Louis

Saint Louis, MO
(314) 935-5000
www.wustl.edu

Webster University

Saint Louis, MO
(314) 961-2660
www.webster.edu

Westminster College

Fulton, MO
(573) 642-3361
www.westminster-mo.edu

William Jewell College

Liberty, MO
(816) 781-7700
www.jewell.edu



www.missouriconnections.org

MISSOURI DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION



www.dese.mo.gov

MISSOURI DEPARTMENT OF HIGHER EDUCATION



*Building Missouri's future...
by degrees*

www.dhe.mo.gov

MISSOURI DEPARTMENT OF ECONOMIC DEVELOPMENT



www.missouricareercenter.com



www.missourieconomy.org