

EDUCATION, EMPLOYMENT & EARNINGS: ANALYZING DATA FROM MARKETING

This Cluster Analysis of *Marketing* in the Commonwealth highlights information important to each of the five pathways — Marketing Communications; Marketing Management; Marketing Research; Merchandising; and Professional Sales — included in this career cluster.

What trends do we currently see? What trends may we anticipate?

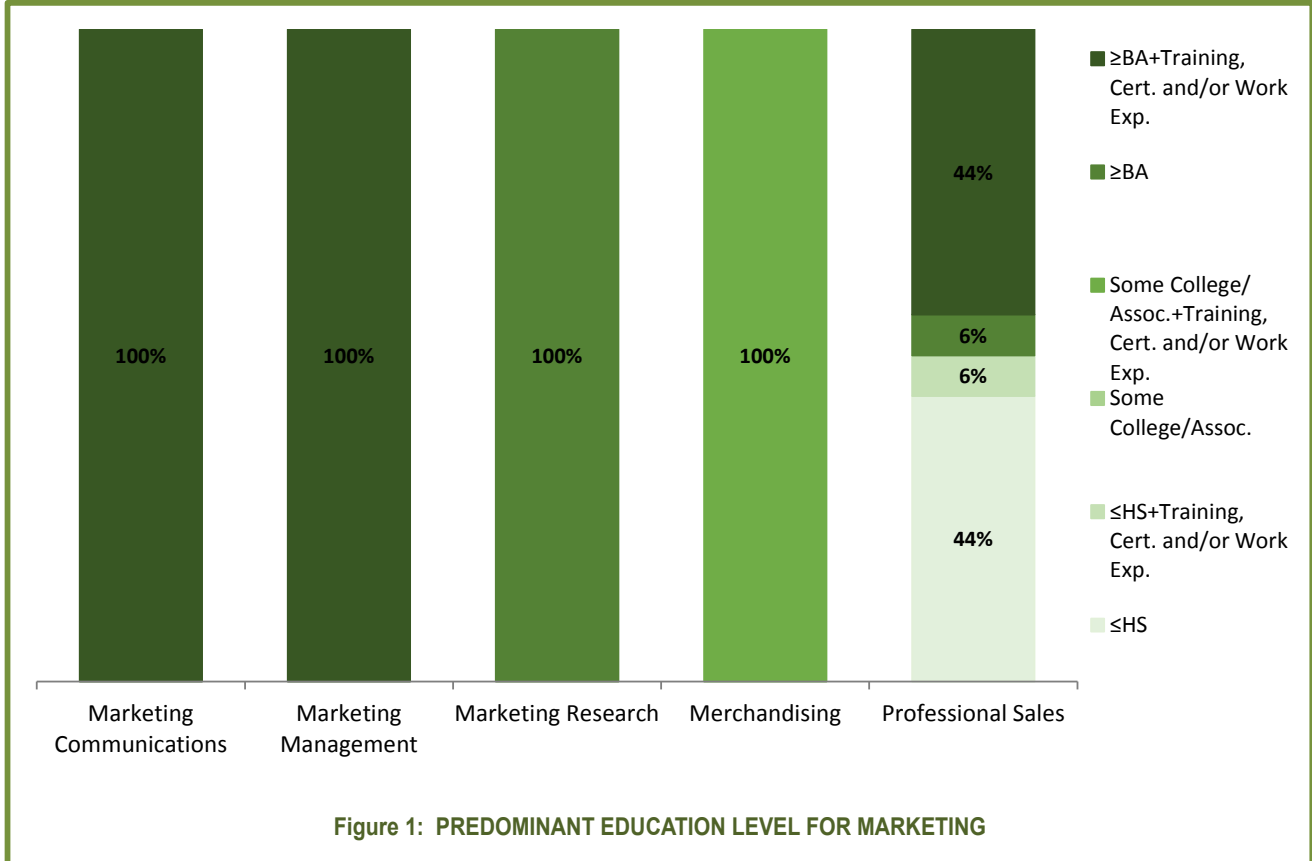
- With nearly 470,000 positions anticipated by 2022, Marketing is one of the largest career clusters across the Commonwealth.
- Professional Sales, which includes occupations such as Real Estate Broker, Sales Representative, and Cashier, is the largest pathway included in this cluster; however, at 9 percent more positions in 2022 than it had in 2012, it is anticipated to grow at the slowest rate.
- Market Research Analysts and Marketing Specialists can anticipate nearly 40 percent more positions in 2022 than in 2012. In the Commonwealth, this is the fastest growing occupation in the cluster.

10%

Expected growth in Marketing jobs by 2022.

EDUCATION

Figure 1 shows the predominant level¹ of education and training in each pathway. Education classification is determined by Trailblazers, based on US Bureau of Labor Statistics occupational education and training data.



Footnote 1: Reflects predominant education by the number of occupations in each pathway, not the number of workers

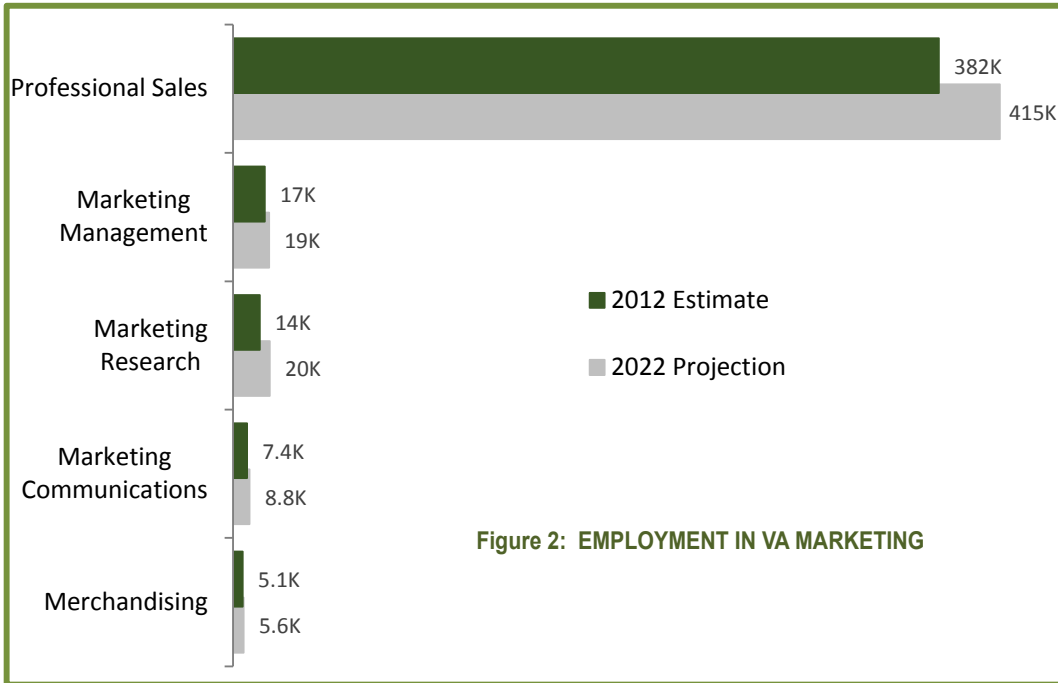


Figure 2: EMPLOYMENT IN VA MARKETING

EMPLOYMENT

Figure 2 compares the estimated 2012 employment for each pathway to projected 2022 employment levels.

Data are provided by the Virginia Employment Commission.

EARNINGS AND GROWTH

Figure 3 presents the size and median wage-earning for the two fastest-growing occupations in each pathway. Wage data are provided by the US Bureau of Labor Statistics' Occupational Employment Statistics program.

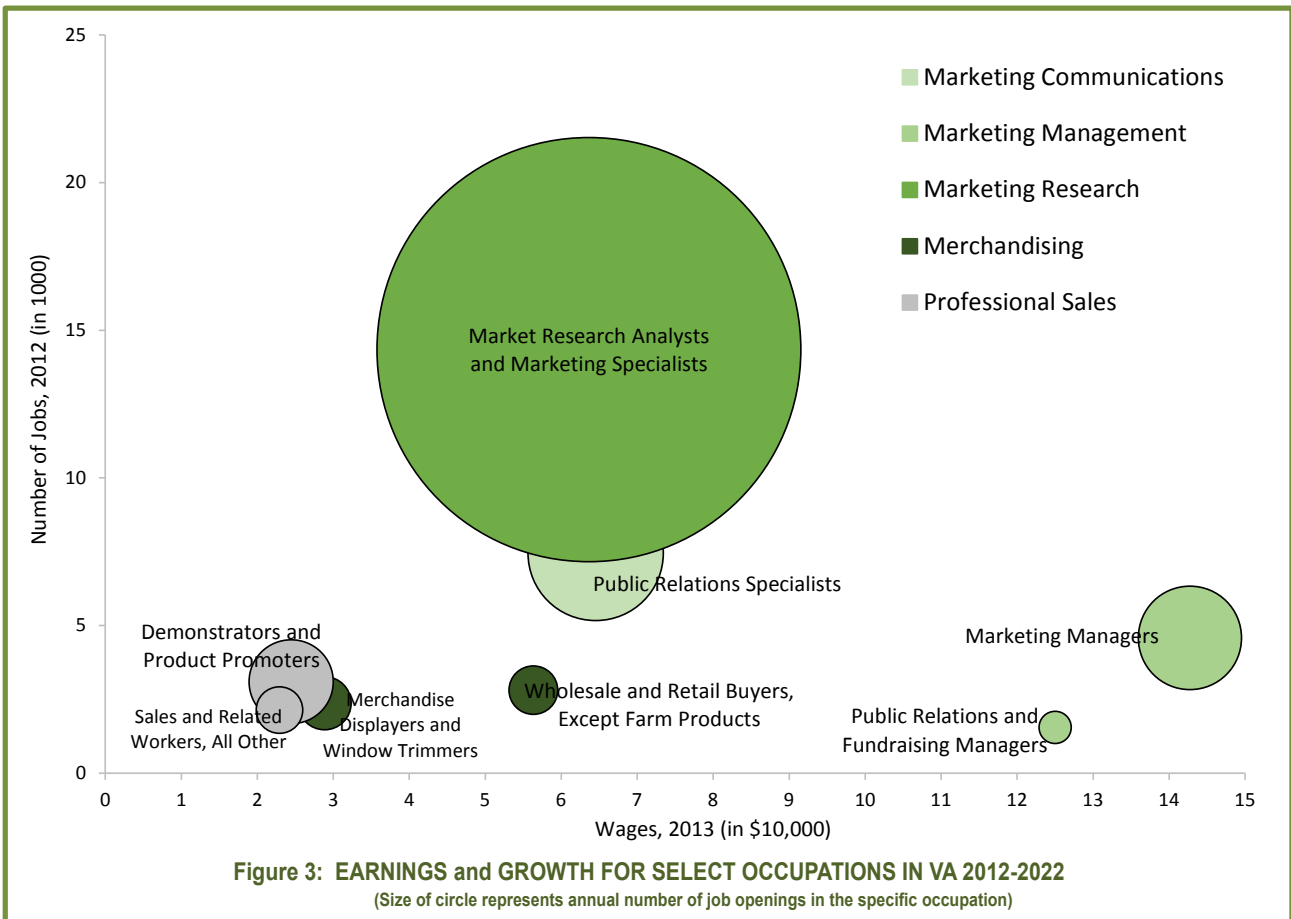


Figure 3: EARNINGS and GROWTH FOR SELECT OCCUPATIONS IN VA 2012-2022
(Size of circle represents annual number of job openings in the specific occupation)