

EDUCATION, EMPLOYMENT & EARNINGS: ANALYZING DATA FROM MARKETING

This analysis of the *Marketing* cluster in the Commonwealth highlights important information for each of its five career pathways—*Marketing Communications*; *Marketing Management*; *Marketing Research*; *Merchandising*, and *Professional Sales*.

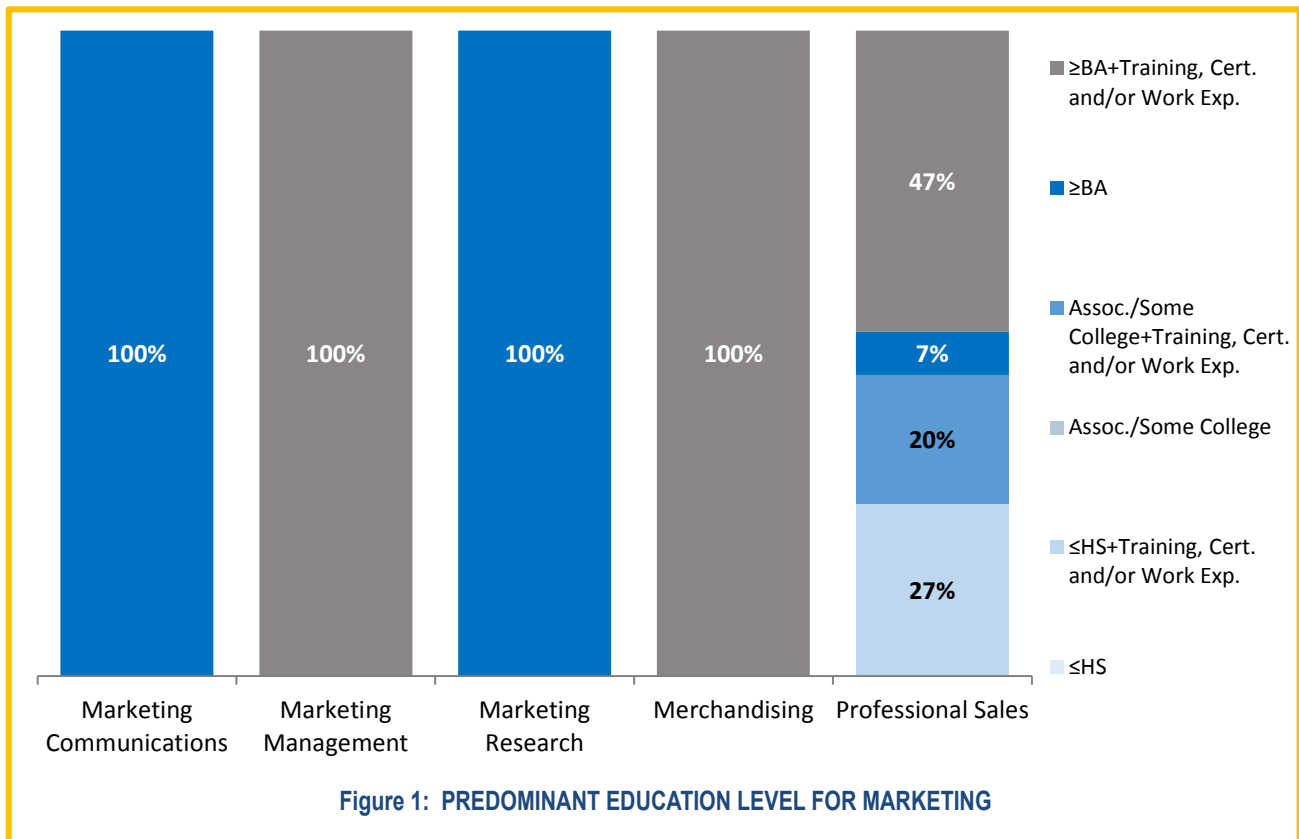
What trends do we currently see? What trends may we anticipate?

- The *Marketing* cluster is projected to have slightly below-average job growth (7%) through 2024 compared to the state’s overall projected job growth of 9 percent.
- The *Marketing* cluster is the third largest of all career clusters in the state, consisting of nearly 446,000 positions in 2014. This number is expected to expand to over 475,000 by 2024, an increase of nearly 30,000 jobs.
- The *Professional Sales* pathway employs the greatest number of people within the cluster (399,266 in 2014), however, the *Marketing Research* pathway is projected to have the highest percentage of job growth (22%) of all pathways in the cluster through 2024.

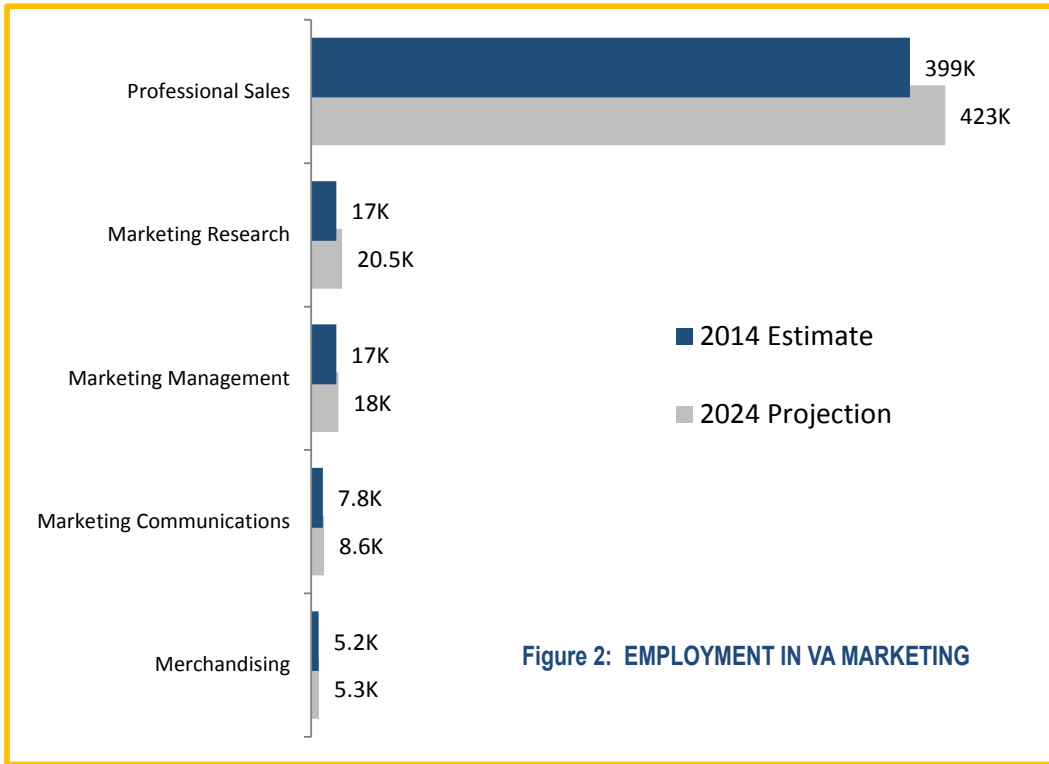


EDUCATION

Figure 1 shows the predominant level¹ of education and training in each pathway. Education data was 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



EMPLOYMENT

Figure 2 compares the estimated 2014 employment for each pathway to projected 2024 employment levels.

Data are provided by the Virginia Employment Commission.

EARNINGS AND GROWTH

Figure 3 presents the size and median wages of the occupations in each pathway with the highest projected percentage of growth. Wage data are provided by the US Bureau of Labor Statistics Occupational Employment Statistics program.

