

MARKETING

ANALYZING EDUCATION, EMPLOYMENT & EARNING DATA

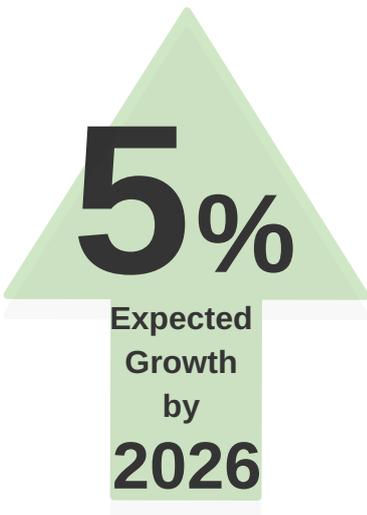


This analysis of the Marketing cluster in the Commonwealth highlights important information for each of its career pathways—Marketing Communications; Marketing Management; Marketing Research; Merchandising; and Professional Sales.



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

- The Marketing cluster is the third largest cluster in Virginia, consisting of an estimated 461,000 positions in 2016.
- Despite its lower-than-average job growth rate of 5 percent between 2016 and 2026, the Marketing cluster is projected to have nearly 66,000 annual job openings.
- Within the Marketing cluster, the Professional Sales pathway is projected to add nearly 15,000 new jobs by 2026—the highest projection of all pathways in the cluster.
- Market Research Analysts and Marketing Specialists are projected to experience the highest percentage of job growth through 2026 (27%), while Cashiers are expected to see the greatest number of annual job openings (20,500 openings).
- Most occupations in this cluster, especially those in the Marketing Management, Merchandising, and Professional Sales pathways, require work experience or training/certification.



5%

Expected
Growth
by
2026



EDUCATION

Figure 1 shows the predominant level of education and training in each pathway. Education data was determined by Trailblazers based on U.S. Bureau of Labor Statistics occupational education and training data. The percentages in the graph below reflect the number of occupations, not the number of workers. For example, the Merchandising pathway consists of three occupations: two of them require a bachelor's degree or more and training/certification/work experience (67%), and one requires an associate's degree or some college (33%).

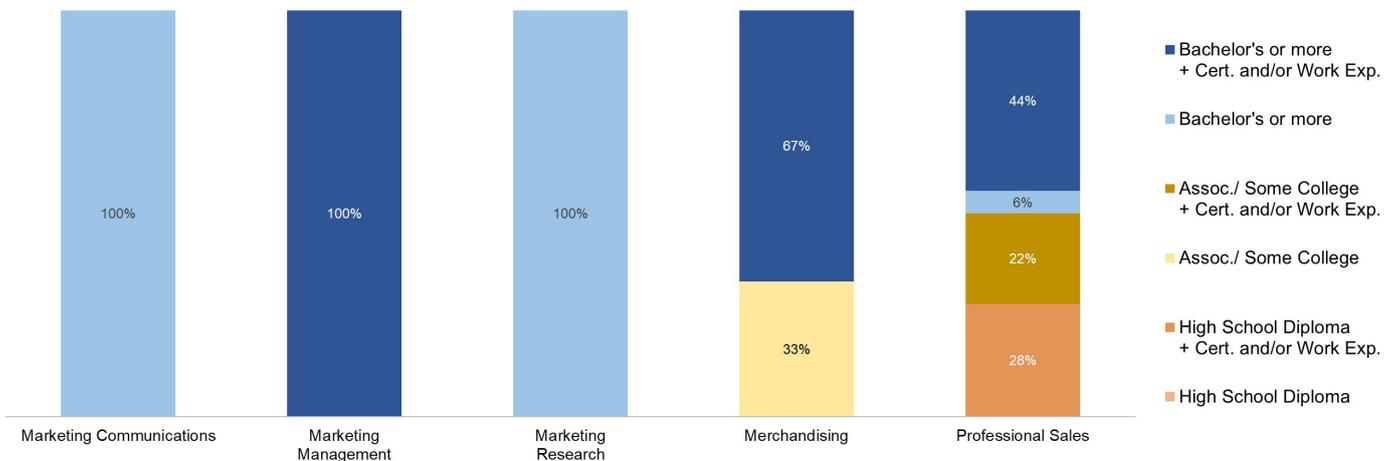


Figure 1: Predominant Education Level for Marketing, 2016-2026



EMPLOYMENT

Figure 2 compares the estimated 2016 employment for each pathway to projected 2026 employment levels. Data are provided by the Virginia Employment Commission. Employment Projection for the Merchandising pathway is not included due to the lack of occupational data.

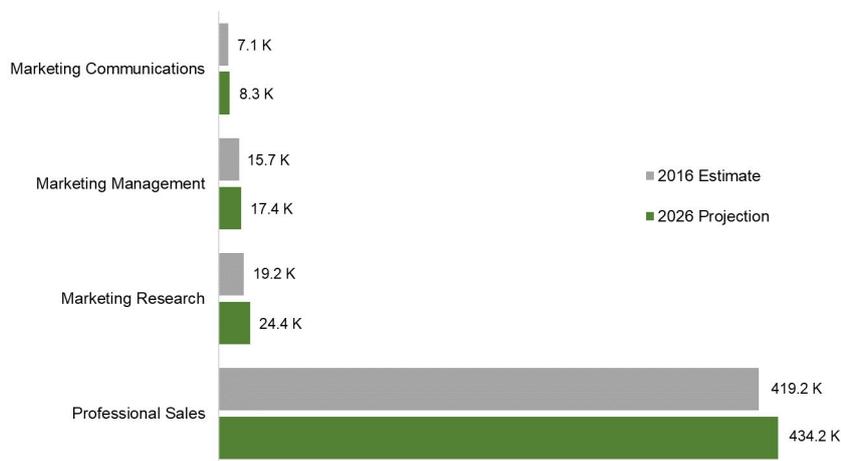


Figure 2: Employment in Virginia for the Marketing Cluster, 2016-2026

EARNING 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 U.S. Bureau of Labor Statistics Occupational Employment Statistics program.

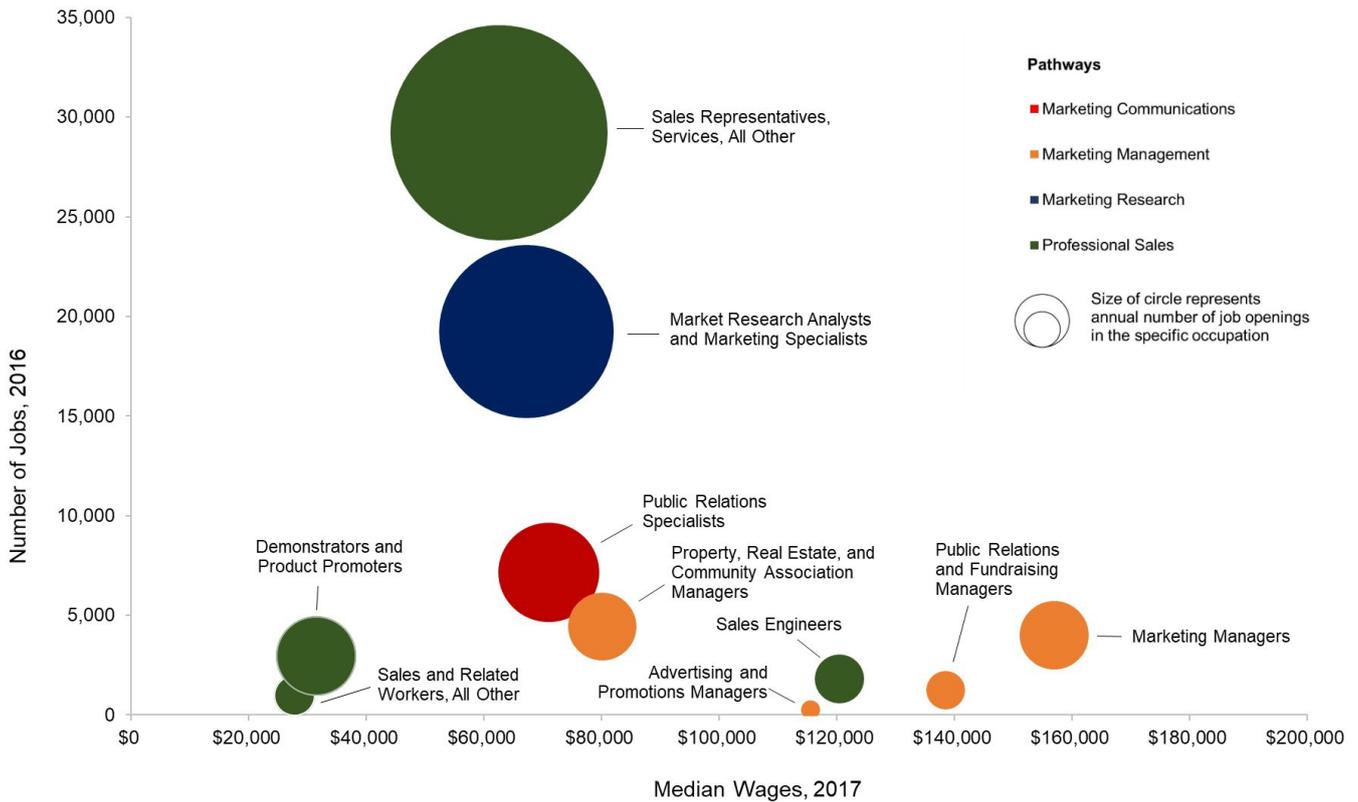


Figure 3: Earning and Growth for Selected Occupations in Virginia, 2016-2026

Employment Growth by LWIA

The following Labor Workforce Investment Areas (LWIAs) will experience higher occupational growth rates in the Marketing Cluster.

- Northern Virginia
- Piedmont Workforce Network
- Bay Consortium
- Capital Region Workforce Partnership

Nontraditional Occupations

Nontraditional Occupations for Females

- Parts Salesperson

