

Marketing Career Field In-Demand Jobs Data

The Marketing career field prepares students for technical and professional level careers in planning, managing and performing marketing activities such as communications, promotion, pricing, research, product and service management and professional selling to reach organizational objectives. The list of careers used in the figures below can be found in the Appendix.

Figure 1.

Projected Growth of Marketing Jobs in Ohio (2031)

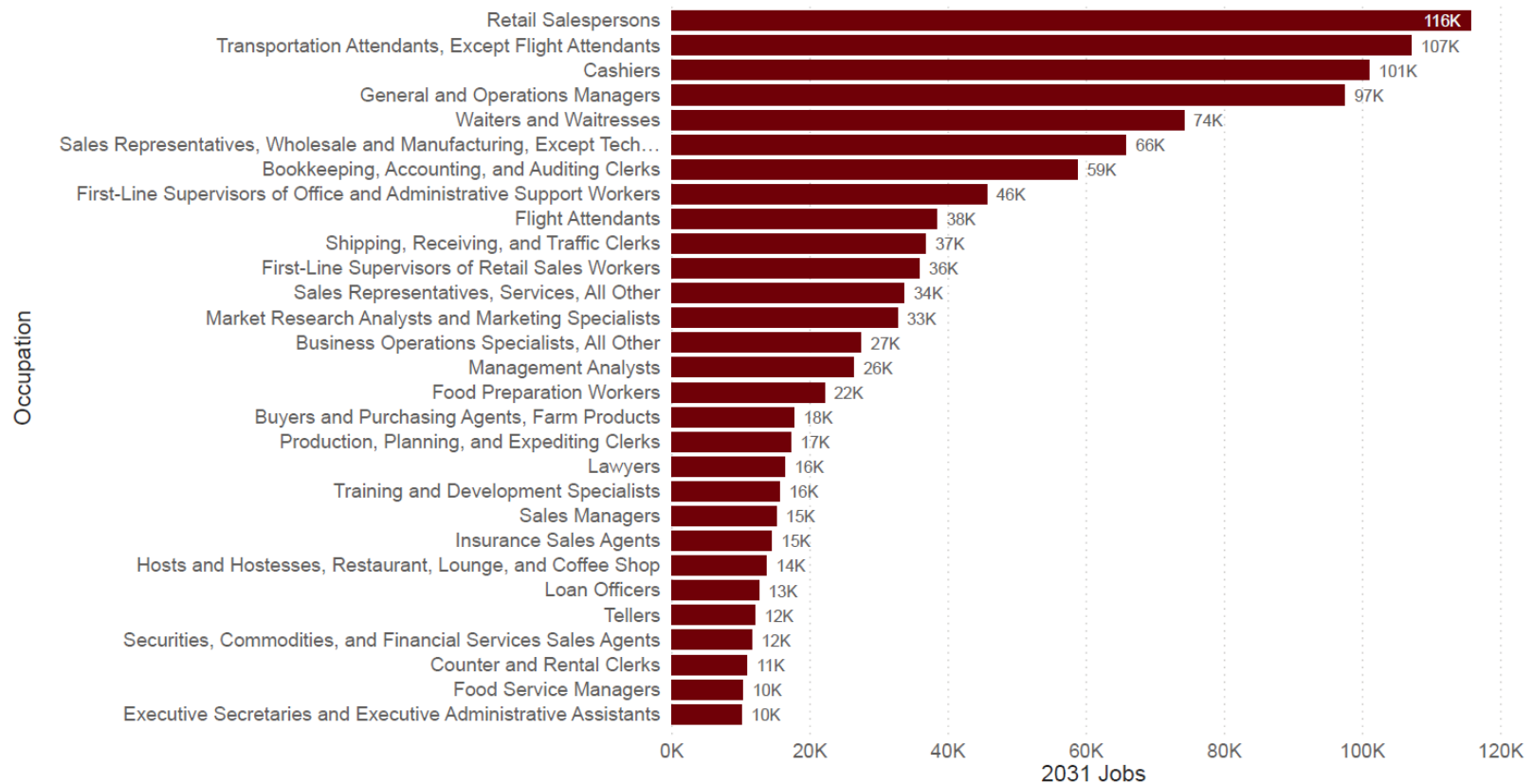


Figure 1 shows the highest in-demand occupations projected for 2031 in the Marketing career field, with Retail Salesperson topping the list with over 115,000 jobs in Ohio in 2031.

Figure 2.

Projected Growth of Marketing Jobs in Ohio (2021-2031)

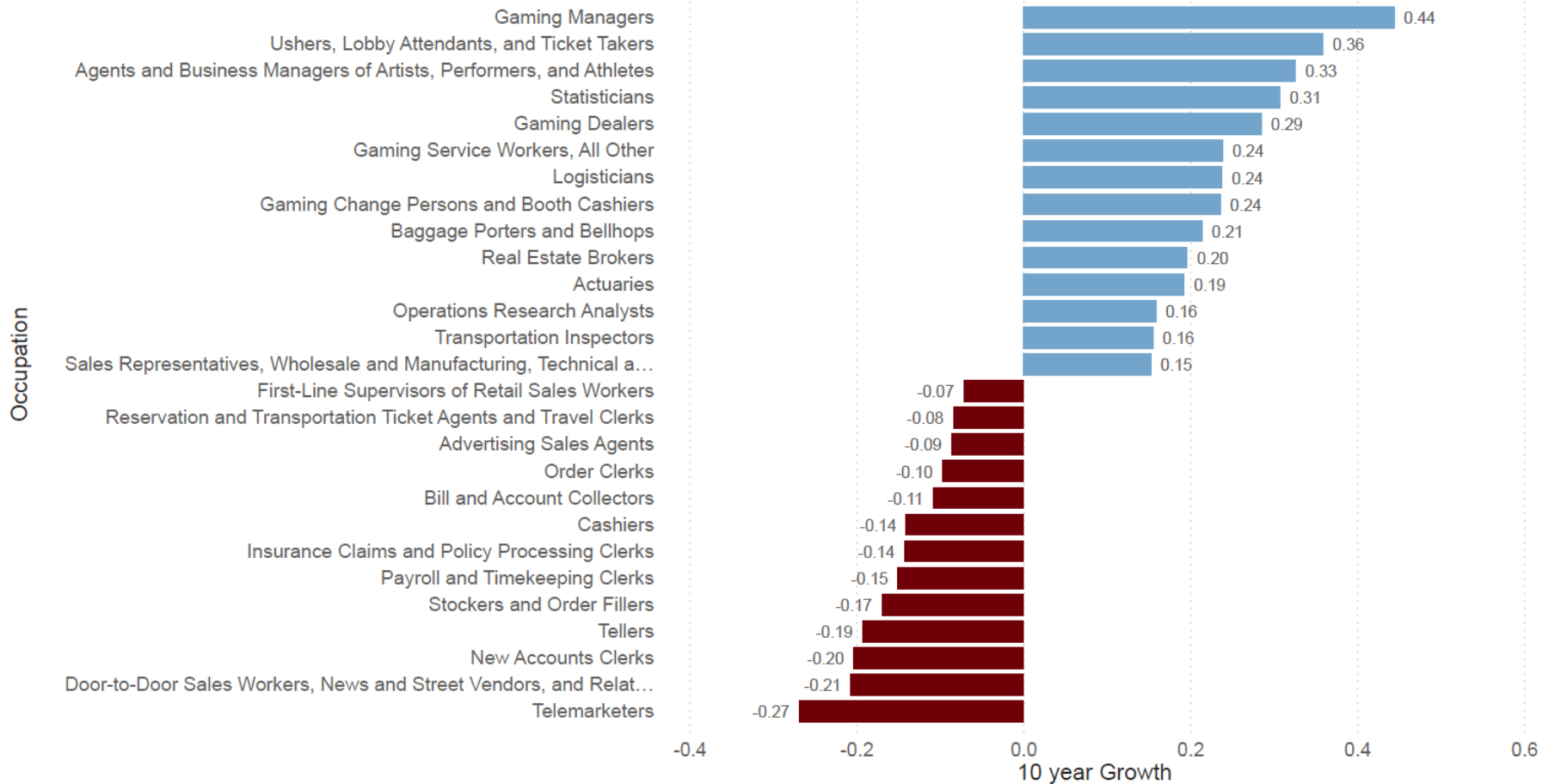


Figure 2 demonstrates the projected growth over the next ten years as a percentage. The blue represents positive growth, with the highest projected growth of 44.4% in Gaming Managers. The red represents negative growth or a decrease in the number of jobs, with the greatest expected decrease in Telemarketers.

Figure 3.

Top Companies for Marketing Jobs in Ohio

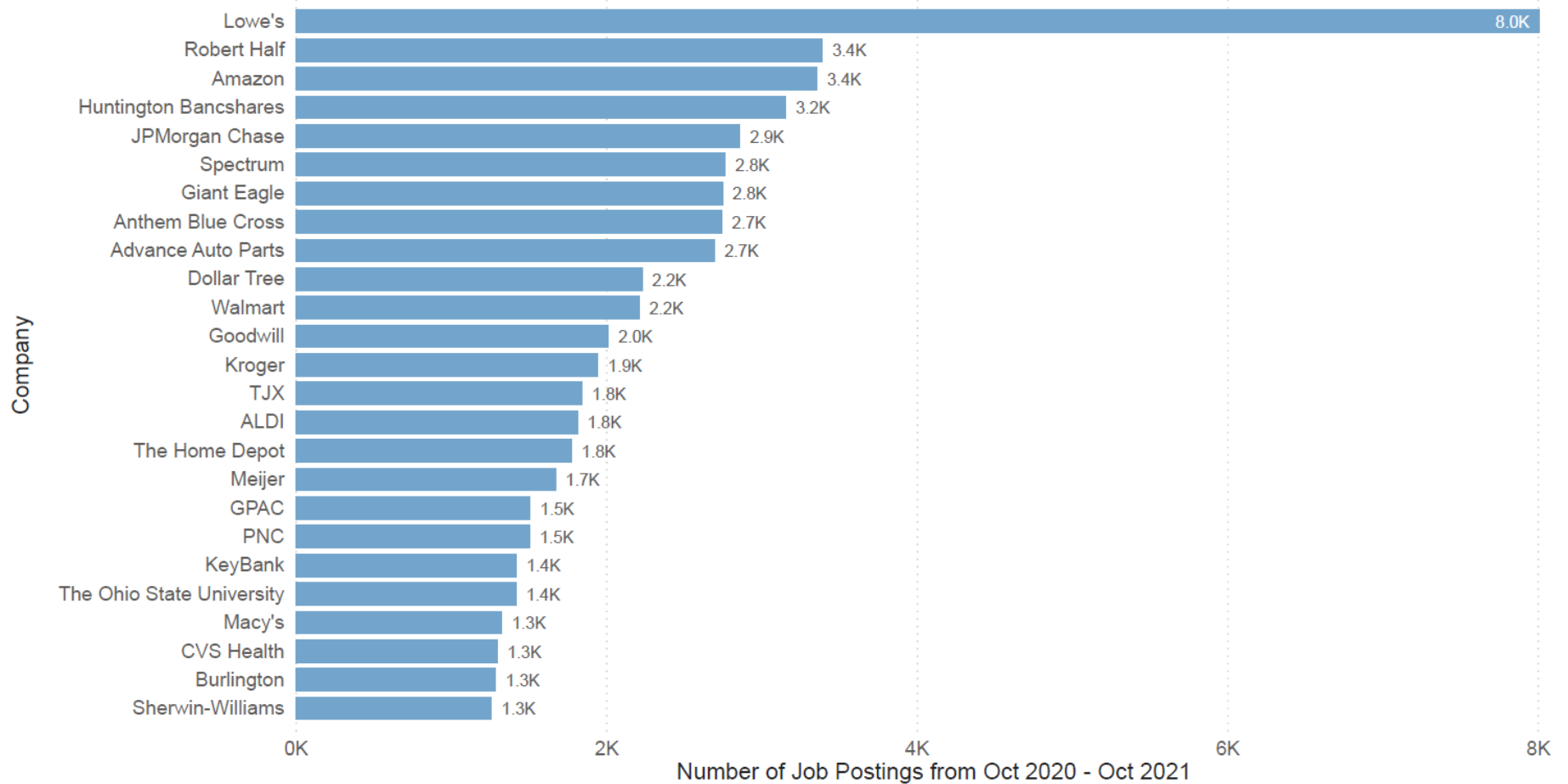


Figure 3 shows the top companies hiring in the Marketing career field over a one-year period (October 2020-October 2021). There was a total of 403,236 marketing job postings during this time period, with the highest number from Lowe's at 8,010.

Figure 4.

Demand and Supply Ratio of Marketing Jobs in Ohio

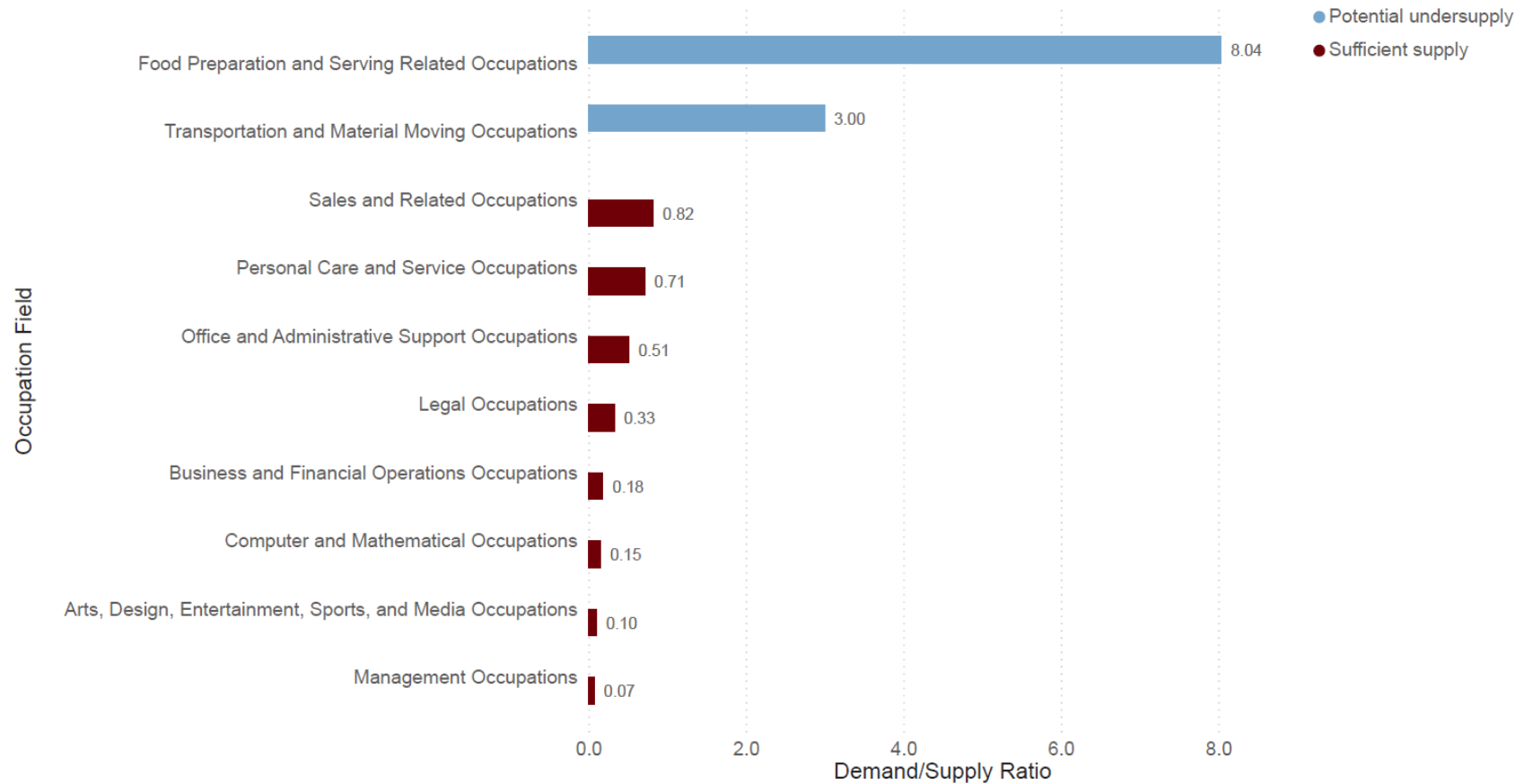


Figure 4 shows the demand and supply ratio for the career field. The ratio is calculated using the formula, job openings divided by the sum of graduates and those unemployed in the field [Ratio= Openings/(Graduates+Unemployed)]. A ratio of one or greater demonstrates a potential undersupply and less than one shows a sufficient supply. The Food Preparation and Serving Related Occupation Field and the Transportation and Material Moving Occupation Field are in potential undersupply.

Figure 5.

Demand for Hard Skills in Marketing Jobs in Ohio

Growth 0.08 1.73

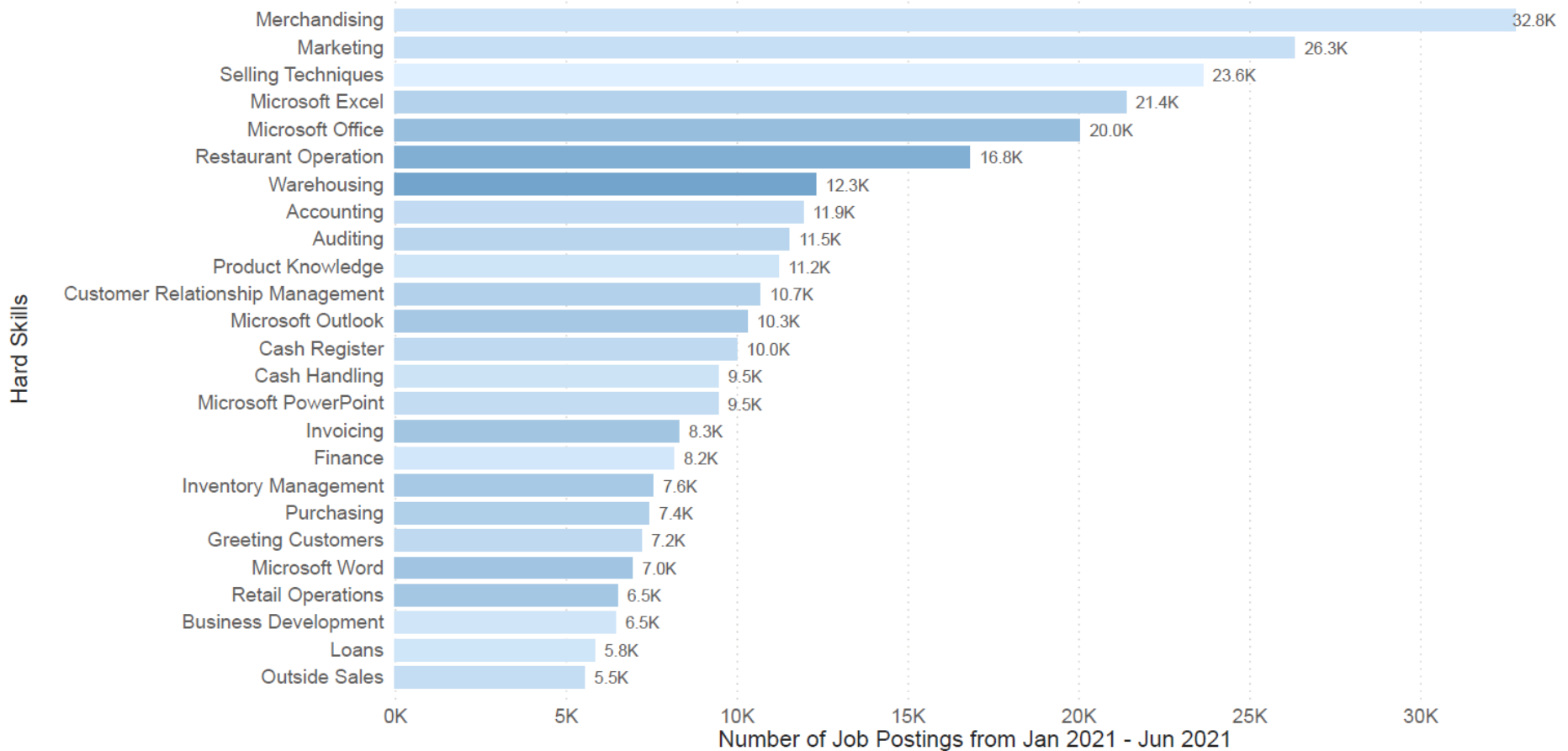


Figure 5 shows the top 25 in-demand hard skills employers are looking for in marketing jobs, with the top skill being merchandising. Additionally, the darker blue demonstrates skills that have seen a greater increase in demand from 2017 to 2021. The greatest increase in demand is in Warehousing and Restaurant Operations at 173% and 152%, respectively.

Figure 6.

Demand for Soft Skills in Marketing Jobs in Ohio

Growth 0.28  2.13

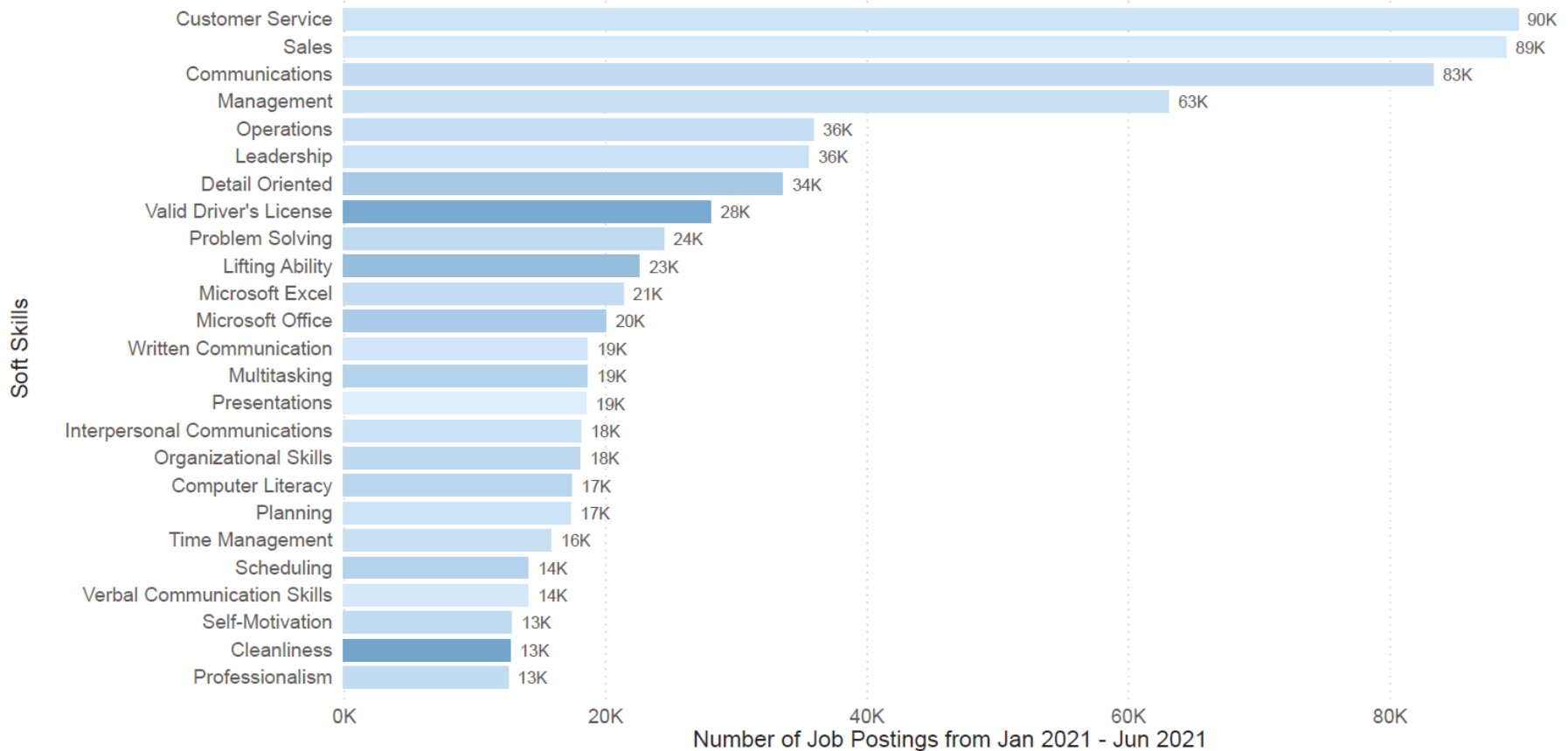


Figure 6 shows the top 25 in-demand soft skills employers are looking for in marketing jobs. The top skill is Customer Service, which appeared in 89,870 job postings between January 2021 and June 2021. Additionally, the darker blue demonstrates skills that have seen a greater increase in demand from 2017 to 2021. The greatest increase in demand is in Cleanliness and Valid Driver's License at 213% and 203%, respectively.

Appendix.

Standard Occupational Classification (SOC)	Occupation
11-1011	Chief Executives
11-1021	General and Operations Managers
11-2011	Advertising and Promotions Managers
11-2021	Marketing Managers
11-2022	Sales Managers
11-2032	Public Relations Managers
11-2033	Fundraising Managers
11-3012	Administrative Services Managers
11-3071	Transportation, Storage, and Distribution Managers
11-9051	Food Service Managers
11-9071	Gaming Managers
11-9081	Lodging Managers
11-9141	Property, Real Estate, and Community Association Managers
13-1011	Agents and Business Managers of Artists, Performers, and Athletes
13-1028	Buyers and Purchasing Agents, Farm Products
13-1031	Claims Adjusters, Examiners, and Investigators
13-1041	Compliance Officers
13-1051	Cost Estimators
13-1081	Logisticians
13-1111	Management Analysts
13-1121	Meeting, Convention, and Event Planners
13-1151	Training and Development Specialists
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
13-2041	Credit Analysts
13-2052	Personal Financial Advisors
13-2072	Loan Officers

15-1242	Database Administrators
15-2011	Actuaries
15-2031	Operations Research Analysts
15-2041	Statisticians
23-1011	Lawyers
23-2011	Paralegals and Legal Assistants
27-1026	Merchandise Displayers and Window Trimmers
27-3031	Public Relations Specialists
27-3099	Media and Communication Workers, All Other
35-2021	Food Preparation Workers
35-3031	Waiters and Waitresses
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
35-9099	Food Preparation and Serving Related Workers, All Other
39-1013	Gaming Supervisors
39-3011	Gaming Dealers
39-3019	Gaming Service Workers, All Other
39-3031	Ushers, Lobby Attendants, and Ticket Takers
39-6011	Baggage Porters and Bellhops
39-6012	Concierges
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
41-2011	Cashiers
41-2012	Gaming Change Persons and Booth Cashiers
41-2021	Counter and Rental Clerks
41-2022	Parts Salespersons
41-2031	Retail Salespersons
41-3011	Advertising Sales Agents
41-3021	Insurance Sales Agents
41-3031	Securities, Commodities, and Financial Services Sales Agents
41-3041	Travel Agents

41-3091	Sales Representatives, Services, All Other
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9011	Demonstrators and Product Promoters
41-9012	Models
41-9021	Real Estate Brokers
41-9022	Real Estate Sales Agents
41-9031	Sales Engineers
41-9041	Telemarketers
41-9091	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers
41-9099	Sales and Related Workers, All Other
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-3011	Bill and Account Collectors
43-3031	Bookkeeping, Accounting, and Auditing Clerks
43-3051	Payroll and Timekeeping Clerks
43-3061	Procurement Clerks
43-3071	Tellers
43-4041	Credit Authorizers, Checkers, and Clerks
43-4081	Hotel, Motel, and Resort Desk Clerks
43-4131	Loan Interviewers and Clerks
43-4141	New Accounts Clerks
43-4151	Order Clerks
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks
43-5032	Dispatchers, Except Police, Fire, and Ambulance
43-5061	Production, Planning, and Expediting Clerks
43-5071	Shipping, Receiving, and Traffic Clerks
53-7065	Stockers and Order Fillers
43-6011	Executive Secretaries and Executive Administrative Assistants
43-9041	Insurance Claims and Policy Processing Clerks
53-2031	Flight Attendants

53-3031	Driver/Sales Workers
53-6051	Transportation Inspectors
53-6061	Transportation Attendants, Except Flight Attendants