



# MARKETING

## OCCUPATION AND TRAINING OUTLOOK

### MACOMB COUNTY | JANUARY 2020

### INTRODUCTION

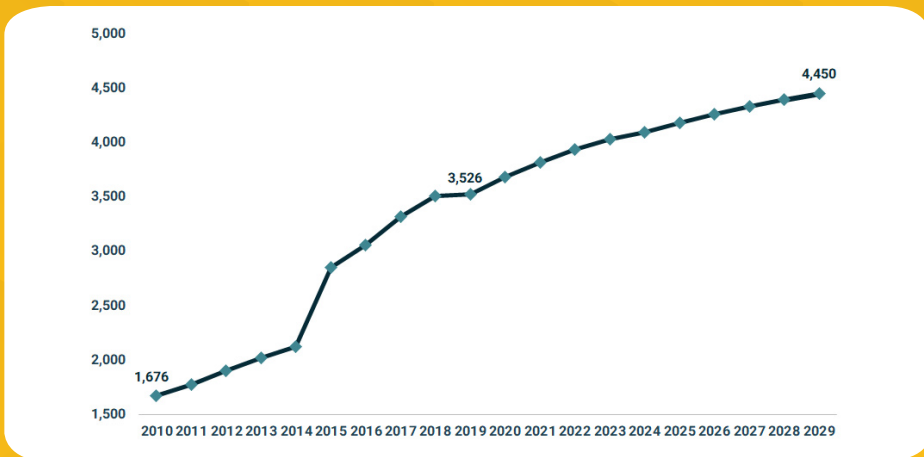
Businesses in nearly every industry benefit from workers with a strong understanding of marketing, design, and strategy. As technology changes and improves, this will create new products and opportunities and find customers. Companies rely heavily on sales and marketing professionals to build interest in their product. Workers skilled in data analysis and graphic design are especially in demand.

**3,526**  
**WORKERS**  
**EMPLOYED**

### WAGE DISTRIBUTION AND JOB OPENINGS

	ENTRY	MEDIAN	EXPERIENCED	ANNUAL OPENINGS
Marketing Managers	\$33.94	\$57.36	\$113.05	31
Public Relations and Fundraising Managers	\$33.17	\$51.44	\$84.33	6
Market Research Analysts and Marketing Specialists	\$14.79	\$29.64	\$53.94	142
Computer Occupations, All Other	\$19.13	\$36.82	\$59.03	80
Graphic Designers	\$13.13	\$21.41	\$37.72	94

### EMPLOYMENT OVER TIME



### TOP POSTING EMPLOYERS

- General Motors Company
- ART VAN FURNITURE, INC.
- Ascension Health
- Virtual Vocations
- Robert Bosch LLC
- Marketing International Inc
- Library Jobs Online
- BAE SYSTEMS PLC
- J.C. Penney Corporation, Inc.
- Lipari Foods, Inc.

## INDUSTRY EXPERTISE

Marketing workers are in high demand by some of the region's top customer-facing industries, such as Manufacturing, Professional, Scientific, and Technical Services, Administrative and Support Services, and Retail Trade.

### TECHNICAL SKILLS

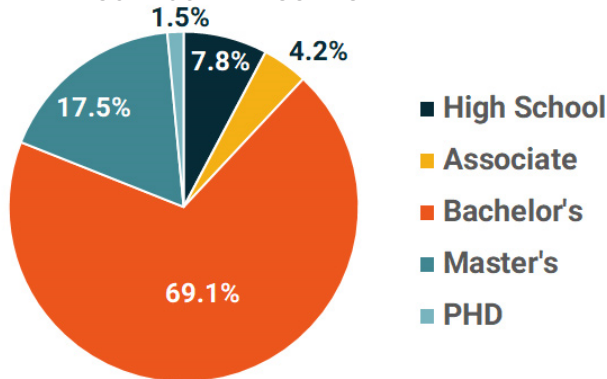
- Business Development
- Product Management
- Digital Marketing
- Customer Relationship Management
- Adobe Photoshop
- Graphic Design
- Adobe Illustrator
- New Product Development
- Market Research
- Selling Techniques

### SOFT SKILLS

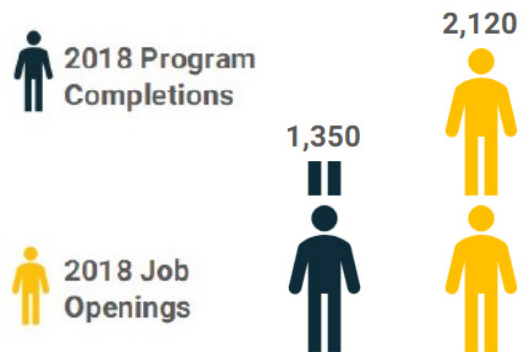
- Sales
- Management
- Leadership
- Communications
- Presentations
- Customer Service
- Innovation
- Research
- Microsoft Excel
- Written Communication

## EDUCATION AND CREDENTIALS

POSTINGS BY EDUCATION LEVEL



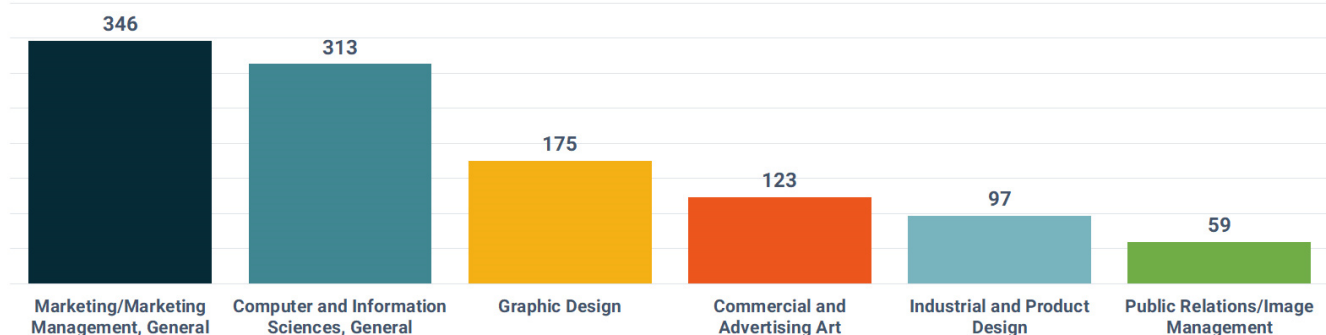
JOB OPENINGS VS COMPLETIONS



### TOP POSTED CERTIFICATIONS

- Master Of Business Administration (MBA)
- Certified Quality Auditor
- Certified Social Sourcing Recruiter (CSSR)
- PMI Certified
- Product Certification
- VMware Certified Professional (VCP)

## MACOMB, WAYNE, AND OAKLAND COUNTY 2018 PROGRAM COMPLETIONS



Schools Offering Programs: Macomb Community College • College for Creative Studies • Specs Howard School of Media Arts