



# MARKETING

## OCCUPATION AND TRAINING OUTLOOK

### MACOMB COUNTY | 2022

### INTRODUCTION

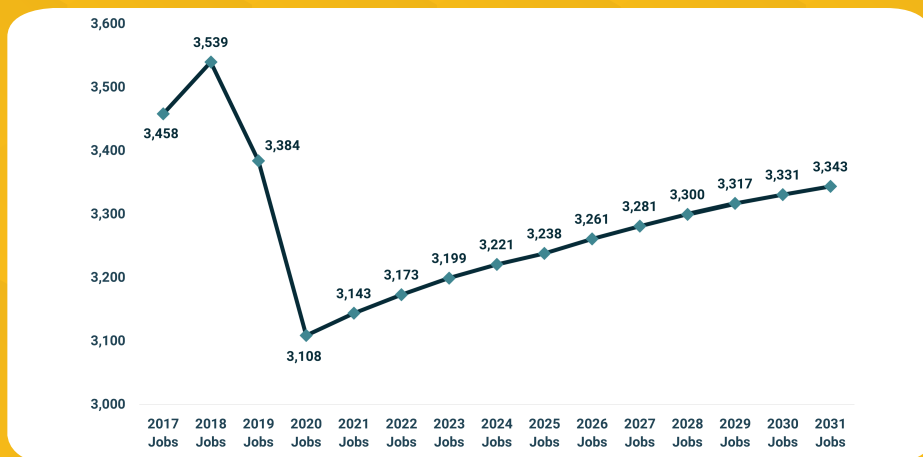
Businesses in nearly every industry benefit from workers with a strong understanding of marketing, design, and strategy. As technology changes and improves, this will create new products and opportunities to attract customers. Companies rely heavily on sales and marketing professionals to build interest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

**3,143**  
**WORKERS**  
**EMPLOYED**

### WAGE DISTRIBUTION AND JOB OPENINGS

	ENTRY	MEDIAN	EXPERIENCED	ANNUAL OPENINGS
Marketing Managers	\$30.45	\$57.85	\$104.06	35
Public Relations and Fundraising Managers	\$30.81	\$52.22	\$99.89	7
Market Research Analysts and Marketing Specialists	\$16.25	\$30.17	\$55.71	157
Computer Occupations, All Other	\$19.56	\$38.98	\$61.72	72
Graphic Designers	\$14.31	\$24.01	\$38.35	97

### EMPLOYMENT OVER TIME



### TOP POSTING EMPLOYERS

- General Motors
- General Dynamics
- CTG
- DCS Corp
- Epitec
- Rose International
- Moseley Technical Services
- SAIC
- Bartech Group
- CBRE

## INDUSTRY EXPERTISE

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

### TECHNICAL SKILLS

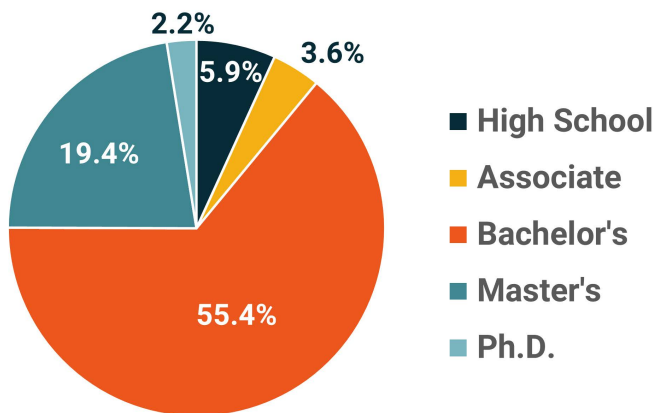
- Data Analysis
- New Product Development
- Product Management
- Digital Marketing
- Customer Experience
- Graphic Design
- Key Performance Indicators (KPIs)
- Power BI
- Customer Relationship Management
- Adobe Photoshop

### SOFT SKILLS

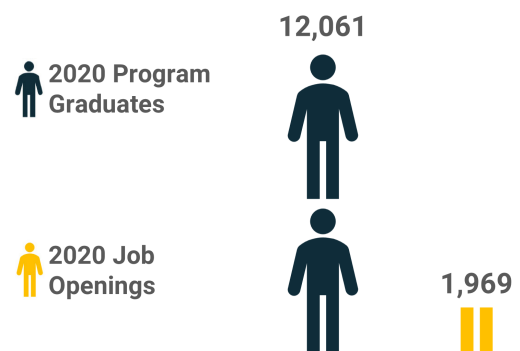
- Communications
- Management
- Leadership
- Integration
- Planning
- Marketing
- Innovation
- Presentations
- Written Communication
- Sales

## EDUCATION AND CREDENTIALS

POSTINGS BY EDUCATION LEVEL



JOB OPENINGS VS PROGRAM GRADUATES



### TOP POSTED CREDENTIALS

- Microsoft Certified Professional
- Pragmatic Marketing Certification
- Google Analytics Certification
- Project Management Professional Certification

## MACOMB, WAYNE, AND OAKLAND COUNTY 2020 PROGRAM GRADUATES

