

# Jobs of the Future ... and the Present

## What Will Happen in Marketing?

August 2024

Opportunity for Higher Education: ★★★★★

Size of U.S. Market: 1.7 Million

The marketing industry is experiencing significant changes, driven by the increasing integration of technology, data analytics, and artificial intelligence. As the field evolves, marketers are required to adapt to new roles, tools, and strategies that emphasize strategic thinking, customer experience, and specialized skills.

As of August 2024, the U.S. marketing sector is poised to grow significantly, with 1.7 million jobs currently in the market and a projected 16% increase by 2034. The rise of AI and automation, the shift to digital and omnichannel marketing, and the growing importance of data-driven decision-making are all reshaping the demands placed on marketing professionals. Higher education institutions have a unique opportunity to equip students with the skills needed to thrive in the jobs of the future in marketing.

This report provides a detailed analysis of current and projected job data, in-demand skills, and educational programs that are setting the standard for marketing education in the digital age.

This report focuses on five representative marketing occupations:

SOC	Description
11-2011	Advertising and Promotion Managers
11-2021	Marketing Managers
13-1161	Market Research Analysts and Marketing Specialists
11-2032	Public Relations Managers
27-3031	Public Relations Specialists

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Key takeaways for this sector:

- Tasks related to data analysis and predictive analytics are becoming increasingly automated through AI and machine learning applications. Similarly, the use of AI and automation will streamline tasks such as customer segmentation, ad placement, and campaign optimization.
- The marketing field will continue to be heavily influenced by digital technologies, with an increasing focus on digital marketing strategies, including social media, SEO, and online advertising.
- Personalizing marketing efforts that meet the specific needs and preferences of individual consumers will be increasingly expected as part of the customer experience.

Figure 1 displays the top posted job titles for the select occupations from June 2023 to June 2024 in the United States. The mix of job titles suggests a need for marketing professionals at various levels (e.g. managers, specialists, assistants, and directors are all represented) and with a variety of specialized skill sets (e.g. digital marketing managers vs communications specialists).

**Figure 1: Top Posted Job Titles for Select Marketing Occupations in the United States**

Job Title	Total/Unique (Jun 2023 - Jun 2024)	Posting Intensity	Median Posting Duration
Product Managers	42,542 / 19,866	2 : 1	23 days
Marketing Managers	29,354 / 14,476	2 : 1	26 days
Marketing Specialists	16,279 / 7,871	2 : 1	25 days
Business Development Representatives	34,932 / 7,834	4 : 1	27 days
Communications Specialists	15,659 / 6,749	2 : 1	23 days
Marketing Assistants	13,996 / 5,592	3 : 1	25 days
Directors of Marketing	10,536 / 4,856	2 : 1	25 days
Business Development Specialists	10,216 / 4,266	2 : 1	26 days
Social Media Managers	9,008 / 4,229	2 : 1	25 days
Digital Marketing Specialists	8,721 / 4,084	2 : 1	26 days

## Anticipated Labor Changes for 2034

The following is expected to occur:

- Automation and AI will take over routine tasks, changing job roles, especially in data analysis and customer service.
- Digital proficiency will be a key requirement, with a focus on mastering certain digital tools and platforms.

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- Human skills like creativity, emotional intelligence, and adaptability will be highly valued as a complement to these technological advancements.
- Expertise in specific marketing areas like SEO, content marketing, social media, will become increasingly valuable, as will transferable business skills.

New and emerging jobs will include:

- **AI and Automation Specialists:** focusing on implementing and managing AI and automation tools in marketing.
- **Digital Experience Designers:** creating engaging digital experiences across websites, apps, and digital platforms.
- **Sustainability Marketing Consultants:** advising on how to market sustainability initiatives and integrate ethical considerations into brand strategy.
- **Influencer Relationship Managers:** managing partnerships with influencers to ensure alignment with brand values and goals.

Table 1 highlights the anticipated growth in select marketing occupations over the next decade. These occupations account for over 1.7 million jobs in 2024, and the combined workforce is projected to grow 16% by 2034.

**Table 1: Current and Forecasted Data for Select Marketing Occupations in the United States**

Occupations	Total Jobs		2024 to 2034 Change		Median Annual Earnings
	2024	2034	# Change	% Change	
Advertising and Promotions Managers	24,736	27,538	2,802	11%	\$125,550
Marketing Managers	410,453	463,085	52,632	13%	\$152,824
Market Research Analysts and Marketing Specialists	939,640	1,112,357	172,717	18%	\$74,096
Public Relations Managers	79,267	88,472	9,205	12%	\$134,590
Public Relations Specialists	311,506	348,402	36,896	12%	\$66,856
<b>Total</b>	<b>1,765,602</b>	<b>2,039,854</b>	<b>274,252</b>	<b>16%</b>	

Figure 2 on the following page displays the top 10 in-demand skills for the select marketing occupations, along with projected skill growth, using job postings from June 2023 to June 2024. Half of the top 10 in-demand skills are rapidly growing relative to overall skill demand in the rest of the labor market.

Figure 2: Projected Growth for Specialized Skills in Select Marketing Occupations

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles <sup>2</sup>	Projected Skill Growth	Skill Growth Relative to Market
Marketing	345,234	58%	1,667,012	48%	+23.0%	Rapidly Growing
Project Management	130,707	22%	661,983	19%	+19.8%	Rapidly Growing
Product Management	97,972	16%	376,465	11%	+25.7%	Rapidly Growing
Social Media	94,632	16%	665,888	19%	+16.3%	Growing
New Product Development	75,185	13%	331,422	10%	+24.1%	Rapidly Growing
Digital Marketing	72,713	12%	444,517	13%	+17.2%	Growing
Marketing Strategies	70,875	12%	558,176	16%	+12.6%	Growing
Key Performance Indicators (KPIs)	63,321	11%	119,064	3%	+16.0%	Growing
Customer Relationship Management	60,540	10%	352,505	10%	+22.1%	Rapidly Growing
Business Development	60,262	10%	585,975	17%	+5.5%	Stable

The top in-demand skills illustrate the range of specialties and sub-disciplines within marketing, advertising, and public relations. While marketing and marketing strategies naturally appear on the list, it's notable that general, transferable business skills like project management are also in high demand. Skills such as digital marketing and social media underscore the digital, online-first nature of modern marketing. The presence of product management and new product development points to the increasingly blurred lines between product strategy and marketing strategy, particularly in the tech industry, where the cross-disciplinary role of product marketing is emerging. Finally, skills like business development and KPIs highlight that, despite its creative aspects, marketing remains fundamentally focused on driving business outcomes.

### Special Focus on Emerging Skills

By examining recent trends, we can pinpoint the top *emerging* skills for the select marketing occupations. Figure 3 highlights the skills that have seen the most significant percentage increase in job posting demand over the past year. The list reveals an emphasis on web, social media, and data. Notably, artificial intelligence experienced the third highest growth rate among all skills for these occupations. Analysis of relevant job postings indicates that “refining” is most commonly used in reference to refining marketing strategies, customer journeys, messaging, etc.

Figure 3: Top 10 Skills with Greatest % Change in Job Postings for Select Marketing Occupations

Skill or Qualification	Latest 365 Days Unique Postings	Latest 365 Days Unique Postings % Change
Website Optimization	3,811	+45.8%
Cross-Functional Collaboration	8,874	+44.6%
Artificial Intelligence	16,888	+38.3%
Social Media Monitoring	5,386	+34.5%
Market Dynamics	6,429	+34.1%
Data-Driven Decision Making	17,135	+32.6%
Social Media Management	20,229	+31.5%
Brand Messaging	5,100	+27.6%
Refining	5,518	+27.1%
Customer Relationship Management (CRM) Software	6,486	+22.3%

### Anticipated Educational Impact

Lightcast and UPCEA anticipate that educational changes could take the form of the following:

**Curriculum Development and Innovation:** Marketing curricula will be updated to focus on the growing importance of AI, data analytics, and digital marketing. Students will expect to see more courses that dive into AI and machine learning and emphasize skills like advanced data analysis and customer segmentation.

**Emphasis on Digital Proficiency:** The shift towards digital and omnichannel marketing will drive educational programs to focus on digital proficiency. Students will need to gain exposure to various digital tools and platforms, including social media, SEO, and online advertising, to stay competitive in the job market.

**Specialized Skill Training:** Educational institutions will likely develop focused programs or concentrations to equip students with the expertise needed for emerging roles like AI and Automation Specialists and Digital Experience Designers.

**Cross-Disciplinary Learning:** As the lines between product strategy and marketing strategy blur, educational programs will start integrating elements of product management and new product development into marketing courses, preparing students for roles that intersect multiple areas of expertise.

## Institutional Spotlights

### **Rutgers University - Master of Science in Marketing Analytics and Insights**

The Master of Science in Marketing Analytics and Insights at Rutgers University is a new postgraduate degree for data analytics and marketing professionals. It implements AI and cutting-edge technology to analyze data to make actionable marketing decisions. With its strong focus on technology, the program holds a STEM designation, making it an attractive option for international students.

### **University of Minnesota – BS in Marketing**

The University of Minnesota offers a fully online BS in Marketing that provides curriculum designed to equip students with essential skills in consumer behavior, international marketing, and digital marketing analytics. Emphasizing the power of big data, the program prepares students to navigate and leverage data-driven marketing strategies, predictive analytics, and AI solutions.

### **Columbia Business School - AI-Driven Marketing Strategy Program**

The AI-Driven Marketing Strategy program at Columbia Business School is a four-day executive education program designed to teach participants how to integrate cutting-edge technologies like generative AI and Customer Data Platforms into their marketing strategies. The program explores the challenges associated with AI, such as data privacy concerns, and the opportunities, including personalized advertising and enhanced consumer outreach.

## **Next Month's Occupational Focus**

- Accounting
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### **About Lightcast**

Lightcast provides trusted global labor market data, analytics, and expert guidance that empowers higher education, employers, and communities to make informed decisions and navigate the increasingly complex world of work. With a database of more than one billion job postings and career profiles, Lightcast provides robust data, clear analysis, and expert guidance on skills, jobs, and opportunities.

Lightcast is active in more than 30 countries and has offices in the United States, United Kingdom, Canada, Italy, New Zealand, and India. For more, visit [lightcast.io](http://lightcast.io).

### **About UPCEA**

UPCEA is the online and professional education association. Our members continuously reinvent higher education, positively impacting millions of lives. We proudly lead and support them through cutting edge research, professional development, networking and mentorship, conferences and seminars, and stakeholder advocacy. Our collaborative, entrepreneurial community brings together decision makers and influencers in education, industry, research, and policy interested in improving educational access and outcomes. Learn more about us at [UPCEA.edu](http://UPCEA.edu) and follow us online @UPCEA.

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