Top 5 States to work

1 California
2 Texas
3 New York
4 Florida
5 Illinois

Top 5 Job Titles

1 Account Manager
2 Business Analyst
3 Sales Manager
4 Account Executive
5 Project Manager

Top 5 Employers

1 Anthem Blue Cross*
2 U.S. Bancorp*
3 Amazon*
4 Accenture
5 Deloitte

*Fortune Companies

Data provided courtesy of: © Burning Glass Reports, © LinkedIn -USF
Expected Growth
over the next 10 years

<table>
<thead>
<tr>
<th></th>
<th>Selected Occupations</th>
<th>Total Labor</th>
<th>Relative Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>7.22%</td>
<td>7.40%</td>
<td>Average</td>
</tr>
<tr>
<td>California</td>
<td>16.76%</td>
<td>10.70%</td>
<td>High</td>
</tr>
</tbody>
</table>

**MARKETABLE SKILLS**

### In Demand Specialized Skills
- Project Management
- Sales
- Budgeting
- Customer Service
- Scheduling
- Business Development
- Customer Contact
- Sales Management
- Staff Management
- Business Analysis
- Sales Goals
- Business Process
- Account Management
- Project Planning and Salesforce

### In Demand Baseline Skills
- Communication Skills
- Teamwork / Collaboration
- Planning
- Microsoft Excel
- Problem Solving
- Organizational Skills
- Microsoft Office
- Building Effective Relationships
- Writing
- Creativity
- Detail-Oriented
- Microsoft Powerpoint
- Research
- Written Communication
- Emotional Intelligence:
  - Self-awareness
  - Self-regulation
  - Motivation
  - Empathy
  - Social skills

### In Demand Softwares & Programming Skills
- Microsoft Excel
- Microsoft Office
- Microsoft Powerpoint
- Microsoft Word
- Salesforce
- Microsoft Project
- SQL

Data provided courtesy of: © Burning Glass Reports, © Linkedin -USF
Information about our Marketing USF Alumni:

Where they Live:

1. San Francisco
2. Los Angeles
3. New York
4. Tampa/St. Petersburg
5. Canada

Where they Work:

1. Google*
2. Wells Fargo*
3. Verizon*
4. Apple*
5. Bisk

*Fortune Companies

What they do:

28% Marketing
23% Business Development
13% Sales
11% Operation
25% Other

NACE* defines career readiness, identifies key competencies

“Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.”

*The National Association of Colleges and Employers

Data provided courtesy of: © Burning Glass Reports, © Linkedin-USF