



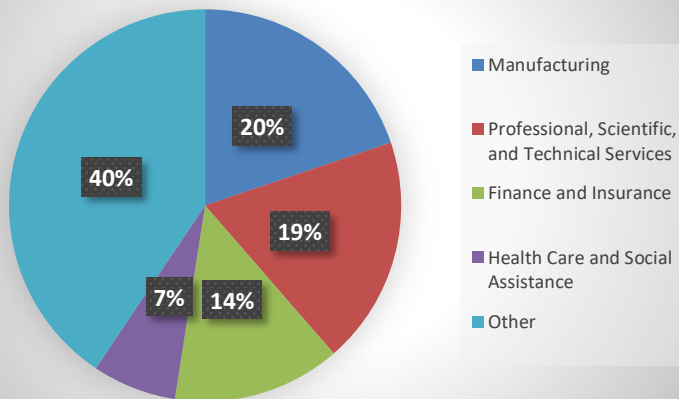
Marketing

Top 5 States to work

- 1 California
- 2 Texas
- 3 New York
- 4 Florida
- 5 Illinois



Top Industries Hiring



Top 5 Job Titles

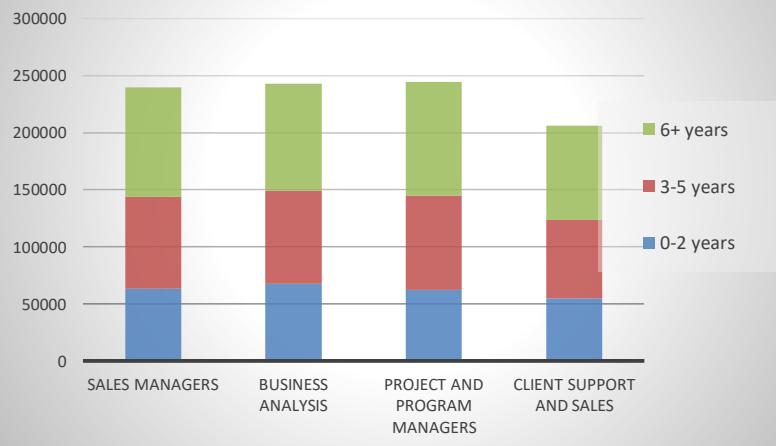
- 1 Account Manager
- 2 Business Analyst
- 3 Sales Manager
- 4 Account Executive
- 5 Project Manager

Top 5 Employers

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

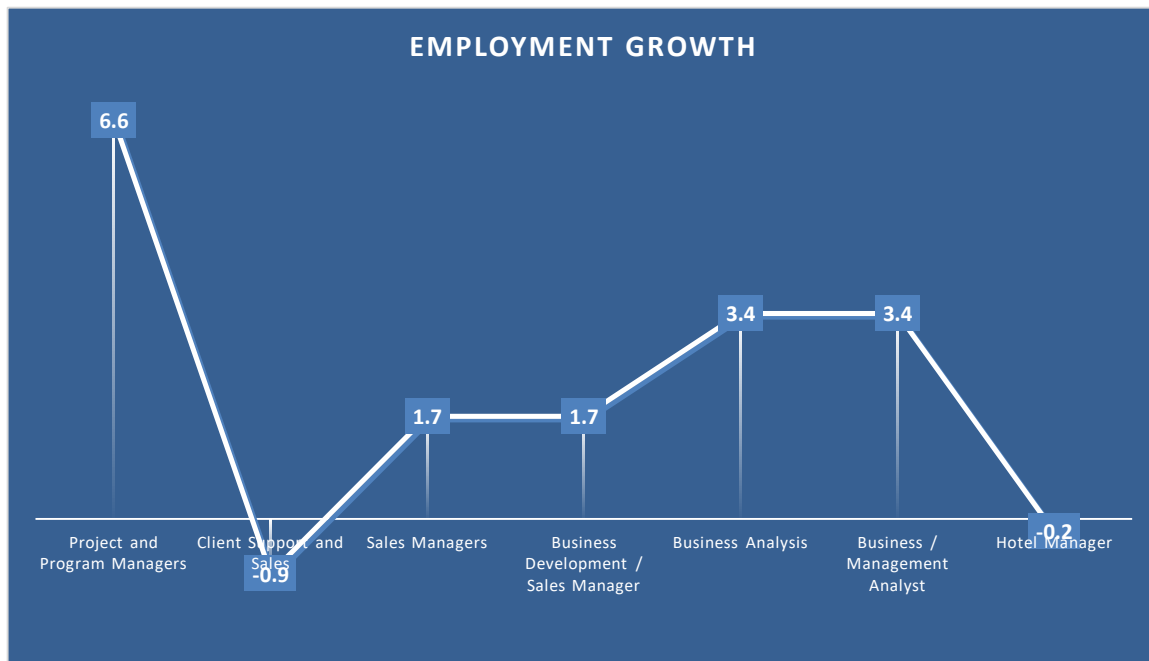
*Fortune Companies

\$alaries



Expected Growth over the next 10 years

	Selected Occupations	Total Labor	Relative Growth
Nationwide	7.22%	7.40%	Average
California	16.76%	10.70%	High



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



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

<p>CRITICAL THINKING/ PROBLEM SOLVING</p> <p>analyzing, decision-making, & solution-focused</p>	<p>ORAL/WRITTEN COMMUNICATIONS</p> <p>effectively & clearly articulating thoughts & ideas</p>	<p>TEAMWORK/ COLLABORATION</p> <p>capable of building collaborative relationships & managing conflict</p>	<p>DIGITAL TECHNOLOGY</p> <p>efficiently utilize existing digital technologies & adapt to emerging technologies</p>
<p>LEADERSHIP</p> <p>leverage strengths of others to motivate & achieve common goals</p>	<p>PROFESSIONALISM/ WORK ETHIC</p> <p>demonstrate personal accountability and effective work habits</p>	<p>CAREER MANAGEMENT</p> <p>identify career goals & areas necessary for professional growth</p>	<p>GLOBAL/ INTERCULTURAL FLUENCY</p> <p>demonstrate openness, inclusiveness, sensitivity, & interacts respectfully with all people</p>