



Occupation Skills Transferability Guide

This guide is designed to help job seekers coming from a specific occupation see potentially compatible alternative occupations. This is useful for those looking for a career change, looking for career growth, or those who are struggling to find employment in their previous occupation that want to explore additional options. Occupations listed will require varying levels of additional training, skills, and experience but provides a solid starting point to explore additional options or see what specific training opportunities exist to help make these transitions. This guide is part of our series on skills-based career pathways shifting away from career navigation by industry towards an understanding of how individuals can navigate across multiple industries depending on their individual skill sets and experience.

2023 Edition

Marketing Managers

Charlotte MSA



Overview

Education

Median Hourly Earnings:	\$64.36/hr	First Professional Degree - awarded for completion of a program that: requires at least 2 years of college work before entrance into the program, includes a total of at least 6 academic years of work to complete, and provides all remaining academic requirements to begin practice in a profession.	10.5%
2021 Jobs:	2,721	Master's Degree	24.4%
2021-2032 Change:	344	Bachelor's Degree	55.8%
2021-2032 Estimated Annual Openings:	275	Associate's Degree (or other 2-year degree)	3.0%
		Some College Courses	2.8%
		High School Diploma - or the equivalent (for example, GED)	3.5%

Compatible Occupations

O*NET Occupation	Median Hourly Earnings	2021 Jobs	2032 Expected Growth
Advertising and Promotions Managers	\$48.98	117	31.9%
Market Research Analysts and Marketing Specialists	\$32.07	7,405	23.0%
Financial Managers, Branch or Department	\$74.98	7,718	22.3%
Information Technology Project Managers	\$42.53	1,628	21.4%
Search Marketing Strategists	\$42.53	1,628	21.4%
Public Relations and Fundraising Managers	\$56.34	598	14.9%
Sales Managers	\$67.14	3,129	12.5%
Business Continuity Planners	\$35.11	13,478	10.4%
Purchasing Managers	\$57.05	826	7.8%
First-Line Supervisors of Non-Retail Sales Workers	\$40.29	4,356	5.8%

Top 10 Competencies

Knowledge	Skill	Ability
Sales and Marketing	Persuasion	Oral Comprehension
English Language	Reading Comprehension	Deductive Reasoning
Customer and Personal Service	Monitoring	Fluency of Ideas
Administration and Management	Critical Thinking	Oral Expression
Mathematics	Speaking	Written Expression
Communications and Media	Active Learning	Written Comprehension
Education and Training	Active Listening	Originality
Clerical	Social Perceptiveness	Speech Recognition
Computers and Electronics	Judgment and Decision Making	Problem Sensitivity
Personnel and Human Resources	Complex Problem Solving	Speech Clarity