

## Marketing and media

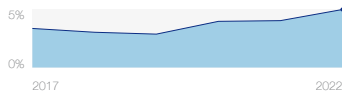
15th

Skills, knowledge and abilities / Engagement skills / Marketing and media

Global Skills Taxonomy ↗

## Five year trend

Learning hours spent pursuing assessments and credentials in **Marketing and media** from 2017 to 2022 (share of total learning hours). Source: Coursera



## Reskilling focus

Companies for which **Marketing and media** is a priority in their upskilling and reskilling programmes for 2023-2027 (share of companies surveyed)

18%

## Skill importance

Companies for which **Marketing and media** is a core skill for workers (share of companies surveyed)

18%

## Skill evolution

Share of companies for which **Marketing and media** is **increasing** or **decreasing** in importance at work. White diamond and label represent net share.

+38%

## Jobs in focus

Roles where organizations surveyed report **Marketing and media** to be increasing in importance fastest, alongside estimates of the net job growth (percent) from 2023 to 2027.

## ROLES

	NET GROWTH
1. Sales Representatives, Wholesale and Manufacturing, Technical...	0%
2. Managing Directors and Chief Executives	-2%
3. Business Development Professionals	21%
4. Accounting, Bookkeeping and Payroll Clerks	-27%
5. Business Services and Administration Managers	-5%
6. Assembly and Factory Workers	-6%
7. General and Operations Managers	0%

## Time to skill

Learning hours required to achieve a credential in **Marketing and media** at beginner, intermediate or advanced proficiency as a function of the learner's level of formal education.

Hours 0 34

## FORMAL EDUCATION BACKGROUND

	BEGINNER	INTERMEDIATE	ADVANCED
All	3.8	12.8	18.2
No Bachelor's Degree	4.0	12.3	15.0
Bachelor's Degree	3.8	11.4	16.8
Graduate Degree	3.8	14.1	21.8

## Strategically adjacent skills

Probability that a company which will prioritise skills training in **Marketing and media** from 2023 to 2027 will also prioritise other skills.

Skill taxonomy Skills, knowledge and abilities Attitudes

Creative thinking	54%
AI and big data	52%
Analytical thinking	48%
Leadership and social influence	47%
Service orientation and customer service	41%
Empathy and active listening	38%
Talent management	36%
Technological literacy	35%
Design and user experience	34%
Quality control	34%

## Simultaneous skill development

Probability that courses in **Marketing and media** also teach other skills. Source: Coursera.

Skill taxonomy Skills, knowledge and abilities Attitudes

Resource management and operations	60%
Empathy and active listening	49%
Design and user experience	48%
Creative thinking	46%
Analytical thinking	31%
Technological literacy	27%
Leadership and social influence	23%
Systems thinking	22%
Programming	19%
Reading, writing and mathematics	17%

## Industry trends

Industry-by-industry variations in reskilling focus, current and future importance, forecast evolution in importance, and strategic focus companies will place on **Marketing and media** from 2023 to 2027 for the industries which assign the highest and lowest reskilling focus to this skill (share of companies surveyed)

Above global mean Below global mean

