

Marketing Managers (11-2021)

Occupation description: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Employment and Job Openings

	Employment			Average annual openings		
	2018 estimate	2028 projection	Percent change	Labor force exits	Occupation transfers	Total
Alaska	349	376	7.7	7	25	35
United States	259,200	280,100	0.0	5,500	18,400	26,000

Job outlook

Alaska: Alaska's employment growth is low with moderate employment opportunities. [Read more.](#)

2019 Wages ?

	Mean Wage	Wage by Percentile				
	Mean	10th	25th	Median	75th	90th
United States	71.73	34.14	46.98	65.79	89.10	*
Alaska	48.85	26.63	33.95	44.11	58.37	78.61
Anchorage/Mat-Su Area	49.53	29.87	35.71	44.44	57.43	76.70
Balance of State	49.75	22.07	25.56	47.27	67.43	89.89

* indicates the estimate is not available, or the hourly wage is greater than \$100, or the annual wage is greater than \$208,000.

Labor Force Indicators

2016 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
376	35	9.3	46.2	34.2

2016 Potential Supply

Qualified but working in another occupation	89
Currently employed in a lower paid occupation	77
UI claimants previously working in occupation	18

2016 ALEXsys Employment Data

Number of registrants	246
Number of job position postings	42
Ratio of registrants to job position postings	5.9

Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: More than 5 years

On-the-job training: None

Training Resources

	Degree
University of Alaska Anchorage (Anchorage)	
	BBA

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