

Employer Demand Profile

Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor's degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

Questions to Inform Initial Program Discussions

Skills

- Which of our current programs integrate high-demand skills?
- What new program opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?
- Do we emphasize these high-demand skills in our marketing messages?

Employers

- How often do our students find jobs with these top employers?
- How many employees of these top employers do we or have we previously served?

Region in Focus: California

Most Commonly Sought Job Skills in 2025

n = 1,278,804 job postings

Skill	Number of Job Postings
Project Management	188,488
Marketing	149,868
Computer Science	131,588
Finance	131,035
Auditing	117,473
Accounting	106,572
Data Analysis	97,719
Workflow Management	95,999
Python (Programming Language)	80,278
Continuous Improvement Process	78,397

Employers with Greatest Demand in 2025

n = 1,278,804 job postings

Employer	Number of Job Postings
Apple	15,089
Soliant Health	12,561
Kaiser Permanente	11,326
Google	11,103
Robert Half	7,855
Amazon	7,737
University of California	7,592
GPAC	6,017
Northrop Grumman	5,954
EMIT Learning	5,770

Questions to Inform Initial Program Discussions

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

Most Commonly Sought Occupations in 2025

n = 1,278,804 job postings

Occupation	Number of Job Postings
Registered Nurses	51,714
Software Developers	48,430
Medical and Health Services Managers	30,252
Marketing Managers	26,758
Project Management Specialists	26,520
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	25,515
General and Operations Managers	23,824
Sales Managers	21,885
Accountants and Auditors	20,057
Financial and Investment Analysts	19,093

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certify Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Program Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Program Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Program Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar