

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: South Carolina

Most Commonly Sought Job Skills in 2025

n = 174,149 job postings

Skill	Number of Job Postings
Project Management	23,561
Nursing	21,530
Auditing	20,121
Marketing	16,410
Finance	12,902
Lifting Ability	12,460
Continuous Improvement Process	12,384
Accounting	11,836
Process Improvement	10,055
Workflow Management	9,849

Employers with Greatest Demand in 2025

n = 174,149 job postings

Employer	Number of Job Postings
State of South Carolina	7,992
Prisma Health	6,937
Medical University of South Carolina	6,608
University of South Carolina	1,970
Soliant Health	1,890
GPAC	1,577
HCA Healthcare	1,416
CVS Health	1,320
TD Bank	1,256
Cardinal Health	1,136



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 = 174,149 job postings

Occupation	Number of Job Postings
Registered Nurses	15,541
Project Management Specialists	3,699
Medical and Health Services Managers	3,604
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,603
Software Developers	3,422
General and Operations Managers	3,113
Sales Managers	2,608
Accountants and Auditors	2,342
Financial Managers	2,189
First-Line Supervisors of Retail Sales Workers	2,146

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certificate 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](#)