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The Emergence of "Createch" as a Required or Desired Skill for Digital Marketing Internships

Theresa Clarke
James Madison University, clarketb@jmu.edu

Jordan A. Pratt
James Madison University

Canessa N. Collins
James Madison University

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Theresa B. Clarke
James Madison University

Jordan A. Pratt
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EXTENDED ABSTRACT

In addition to having appropriate knowledge about our discipline, marketing students need to possess relevant skills in order to succeed in industry (Spiller and Tuten, 2019). According to the Creative Industries Policy and Evidence Centre (CIPEC), there is a new and in-demand skill emerging known as "createch" (Bakhshi, Djumalieva, and Easton, 2019). This skill infers a unique fusion of digital competence and creative thinking and may involve experience with platforms such as the Adobe Creative Cloud which includes over 20 programs such as Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Express, Dreamweaver, and Adobe XD.

In a CIPEC study of over 35 million recent job postings, using data sourced through Burning Glass Technologies, employers are appearing to seek employees who possess createch-oriented skills. McArthur et al.'s (2017) content analysis of 359 marketing job postings revealed that knowledge of Adobe Suite software emerged in 17% of the postings. In addition, Ward and Grant's (2017) exploratory study of 40 entry-level marketing positions, 23% either required or desired some familiarity with the Adobe Suite. More recently, Elhajjar's (2022) content analysis of 320 digital marketing job ads, published in LinkedIn and other recruitment websites between 2019-20, revealed that recruiters desire digital marketers with sufficient creative and technical skills, including evidence of strong competency with tools such as Adobe Photoshop.

To determine if these same createch-oriented skills are sought within marketing internships, we conducted an exploratory content analysis of over 300 position descriptions from internships completed by marketing majors at the authors' institution during the past two years. To count as a createch skill, the posting needed to identify terms and phrases that were either "required" or "desired" such as graphic design, creative design, creating ads, video production, and/or convey names of certain Adobe-branded platforms. Ads were manually coded, and findings revealed that over half (51.40%) of the marketing internships either required or desired createch skills. This study contributes preliminary evidence that createch skills are becoming increasingly important. Although it is challenging for academia to ensure curricula is up-to-date with industry practices

and technological developments (Chaudhury, 2021), marketing educators are encouraged to continue exploring the role of these skills within marketing curricula.

Keywords: *Adobe, Createch, Creative Cloud, Digital Marketing, Graphic Design, Marketing Education, Marketing Internships, Marketing Student Readiness, Marketing Technology*

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ABOUT THE AUTHORS

Theresa B. Clarke (Ph.D., University of Kentucky) is a Professor of Marketing and the Academic Unit Head in the Department of Marketing at James Madison University. Her current research interests include marketing education, B2B decision-making, and cross-country perspectives regarding electronic word-of-mouth.

Jordan A. Pratt (BBA, James Madison University) is a business student in the College of Business at James Madison University and will graduate with a Bachelor of Business Administration in Finance in May of 2024.

Canessa N. Collins (M.S., West Virginia University) is a Lecturer of Marketing in the Department of Marketing at James Madison University. She teaches Integrated Marketing Communications, Strategic Internet Marketing, and a Special Topics course focusing on Creative Marketing Design. Professor Collins also serves as the department's internship coordinator.