



## Digital Marketing (Marketing and Distribution TOP 0509.00)

October 2022

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Digital Marketing. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Marketing and Distribution are expected to increase** for Market Research Analysts and Marketing Specialists and **remain steady** for both Marketing Managers and Retail Salespersons.
- Marketing and Distribution is anticipated to experience a **low risk of automation** for Marketing Managers, a **medium risk of automation** for Market Research Analysts and Marketing Specialists, and a **high risk of automation** for Retail Salespersons.
- In 2021 there were 4,585 regional completions in programs related to the occupations identified as aligned with Marketing and Distribution and 3,563 openings, indicating an **oversupply**.
- Typical entry-level education ranges from **no education credential** for Retail Salespersons, to a **Bachelor's degree** for Marketing Managers and Market Research Analysts & Marketing Specialists.
- Completers of Marketing and Distribution programs from the 2018-2019 academic year in the South Central Coast region had a **median annual wage upon completion of \$29,638**.
- 33% of students are **employed within a year** after completing a program.
- 40% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+24%** change in earnings after exiting.
- 61% of students were **part-time**, 11% **skill builders**, 26% **first-generation**, and 78% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are three occupations in the standard occupational classification (SOC) system that were identified as related to Marketing and Distribution for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
11-2021	<b>Marketing Managers</b>	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.	Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager
13-1161	<b>Market Research Analysts and Marketing Specialists</b>	Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.	Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher
41-2031	<b>Retail Salespersons</b>	Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.	Car Salesman, Customer Assistant, Retail Salesperson, Sales Associate, Sales Clerk, Sales Consultant, Sales Person, Sales Representative, Salesman

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Marketing and Distribution are expected to increase for Market Research Analysts and Marketing Specialists and remain steady for both Marketing Managers and Retail Salespersons.

**Exhibit 2 – Five-Year Projections for Marketing and Distribution the South Central Coast Region**

SOC	Occupation	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change
11-2021	Marketing Managers	1,680	1,751	71	4%
13-1161	Market Research Analysts and Marketing Specialists	4,161	4,533	372	9%
41-2031	Retail Salespersons	20,640	19,880	-760	-4%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Marketing and Distribution the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-2021	Marketing Managers	\$44.81	\$63.91	\$85.72
13-1161	Market Research Analysts and Marketing Specialists	\$23.29	\$31.38	\$46.24
41-2031	Retail Salespersons	\$14.32	\$14.68	\$17.67

Source: Economic Modeling Specialists International (EMSI)

**Exhibit 3b – Earnings for Marketing and Distribution in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for Marketing and Distribution workers, and what they are looking for in potential candidates. To identify job postings related to Marketing and Distribution the following standard occupational classifications were used:

11-2021	Marketing Managers
13-1161	Market Research Analysts and Marketing Specialists
41-2031	Retail Salespersons

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## Top Occupations

In 2021, there were 11,770 employer postings for the occupations related to Marketing and Distribution.

**Exhibit 4 – Top Occupations by Job Postings**

SOC Code	Occupation	Job Postings, Full Year 2021
41-2031	Retail Salespersons	9,312
11-2021	Marketing Managers	1,339
13-1161	Market Research Analysts and Marketing Specialists	1,119

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 4b – Top Occupations and Risk of Automation**

SOC Code	Occupation	Risk of Automation
41-2031	Retail Salespersons	High
11-2021	Marketing Managers	Low
13-1161	Market Research Analysts and Marketing Specialists	Medium

Source: Labor Insight/Jobs (Burning Glass)

## Top Titles

The top job titles for employers posting ads for jobs related to Marketing and Distribution are listed in Exhibit 5. Sales Associate is mentioned as the job title in 8% of all relevant job postings (946 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2021</b>
Sales Associate	946
Retail Sales Associate	706
Seasonal Sales Associate	200
Retail Associate	190
Store Associate	123

Source: Labor Insight/Jobs (Burning Glass)

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Marketing and Distribution field. The top employer posting job ads was Lowe's Companies, Inc. The top worksite cities for these occupations were Thousand Oaks, Santa Clarita, Santa Barbara, Ventura, and Oxnard.

**Exhibit 6 – Top Employers (n=8,609)**

<b>Employer</b>	<b>Job Postings, Full Year 2021</b>
Lowe's Companies, Inc	467
Macy's	320
TJX Companies, Inc.	208
Petco	156
Whole Foods Market, Inc.	139
Anthem Blue Cross	131
Verizon Communications Incorporated	124
Nordstrom	116
Harbor Freight Tools	111
Charter Communications	107

Source: Labor Insight/Jobs (Burning Glass)

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Marketing and Distribution. Sales is the most sought-after specialized skill for employers, followed by Customer Service and Retail industry Knowledge. Communication Skills, Organizational Skills, and Physical Abilities were the most requested baseline skills. Microsoft Excel, Microsoft Office, and Microsoft Word were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 77,925)**

Skills	Job Postings, Full Year 2021
Sales	7,298
Customer Service	5,093
Retail Industry Knowledge	4,251
Retail Sales	2,879
Merchandising	2,428
Sales Goals	1,953
Customer Contact	1,951
Cleaning	1,586
Product Knowledge	1,581
Scheduling	1,485
Product Sales	1,386
Marketing	1,208
Description and Demonstration of Products	1,106
Lifting Ability	1,079
Social Media	1,061

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7b – Baseline Skills (n= 37,104)**

<b>Skills</b>	<b>Job Postings, Full Year 2021</b>
Communication Skills	4,491
Organizational Skills	2,814
Physical Abilities	2,782
Teamwork / Collaboration	2,465
Detail-Oriented	1,612
Multi-Tasking	1,434
Creativity	1,370
Microsoft Excel	1,254
Problem Solving	1,067
Computer Literacy	938

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7c – Software and Programming Skills (n= 7,649)**

<b>Skills</b>	<b>Job Postings, Full Year 2021</b>
Microsoft Excel	1,254
Microsoft Office	766
Microsoft Word	459
Microsoft Powerpoint	393
Facebook	303
Adobe Photoshop	296
Adobe Indesign	210
Social Media Platforms	197
Google Analytics	190
Salesforce	170

Source: Labor Insight/Jobs (Burning Glass)



The table below lists the skill clusters most in demand for Marketing and Distribution occupations.

**Exhibit 7d – Skill Clusters in Demand (n=66,618)**

<b>Skill Cluster</b>	<b>Job Postings, Full Year 2021</b>
Sales: General Sales	7,629
Customer and Client Support: Basic Customer Service	6,299
Industry Knowledge: Retail Industry Knowledge	4,251
Sales: Retail Sales	2,990
Sales: General Sales Practices	2,980
Sales: Merchandising	2,928
Sales: Company Product and Service Knowledge	1,642
Administration: Scheduling	1,485
Marketing and Public Relations: General Marketing	1,473
Customer and Client Support: Cash Register Operation	1,281

Source: Labor Insight/Jobs (Burning Glass)

### Industry Concentration

Exhibit 8 shows the industries with the most Marketing and Distribution postings in the South Central Coast region. Note: 15% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries Employing the Most in the Marketing and Distribution Field, 2021**

<b>Industry</b>	<b>Occupation Group Jobs in Industry</b>	<b>% of Occupation Group in Industry</b>
Retail Trade	6,950	70%
Manufacturing	520	5%
Information	500	5%
Professional, Scientific, and Technical Services	470	5%
Finance and Insurance	327	3%

## Certifications

Exhibit 9 lists the most in-demand certifications in the Marketing and Distribution field. The top requested certification in job postings was Driver's License.

**Exhibit 9 – Certifications (n= 1,360)**

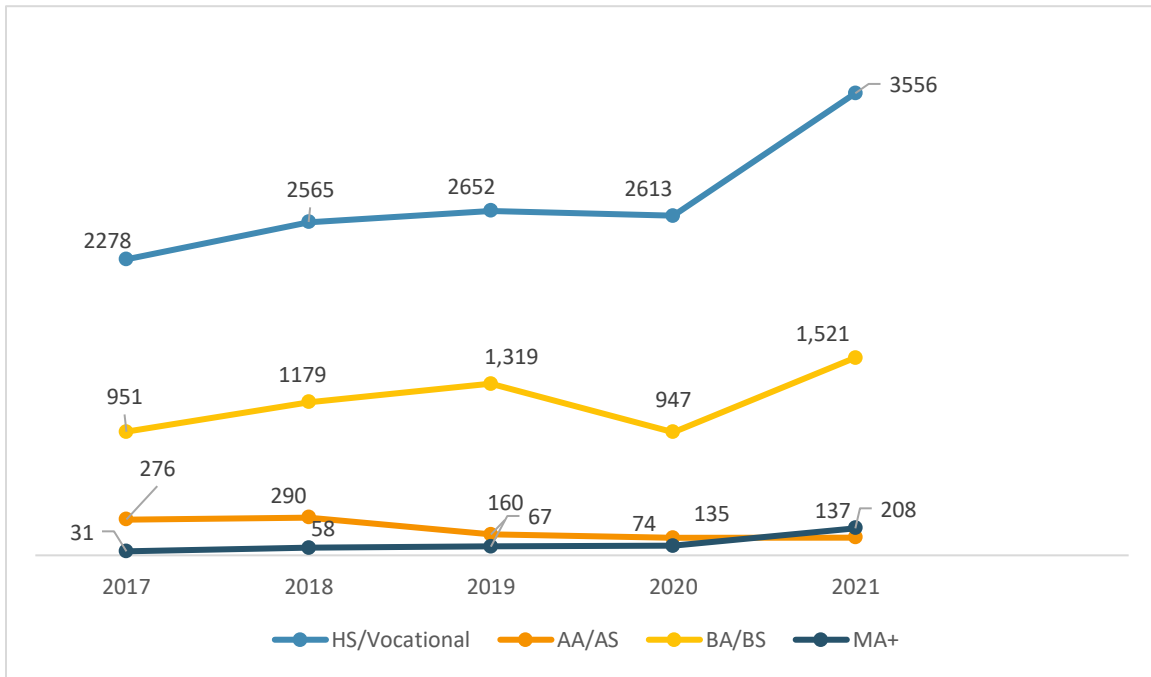
<b>Certifications</b>	<b>Job Postings, Full Year 2021</b>
Driver's License	678
Automotive Service Excellence (ASE) Certification	90
OSHA Forklift Certification	87
Food Handler Certification	53
Computer Learning Certificate	42
First Aid Cpr Aed	37
Project Management Certification	28
Painting Certification	25
Leadership In Energy And Environmental Design (LEED) Certified	25
Food Service Certification	23

Source: Labor Insight/Jobs (Burning Glass)

### Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Marketing and Distribution, according to the minimum advertised education. In 2021, there were 5,422 total job ads posted with a minimum advertised education, with 3,556 of them requiring a high school diploma or vocational degree.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Labor Insight / Jobs (Burning Glass)

### Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Marketing and Distribution have frequently sought candidates with a high school diploma or vocational degree.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2017	2018	2019	2020	2021
HS Diploma / Vocational Training	64%	63%	63%	69%	66%
Associate Degree	8%	7%	4%	4%	3%
Bachelor's Degree	27%	29%	31%	25%	28%
Graduate Degree	1%	1%	2%	2%	4%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 12 – Education and Training Requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
41-2031	<b>Retail Salespersons</b>	No formal education credential	Short-term on-the-job training
11-2021	<b>Marketing Managers</b>	Bachelor's degree	None
13-1161	<b>Market Research Analysts and Marketing Specialists</b>	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

There were 4,585 regional completions (2021) and 3,563 regional openings (2021) in the South Central Coast region for programs related to the occupations in this report.

#### Exhibit 13 – Completions and Openings

<b>20</b> Regional Institutions had Related Programs (2021)	<b>4,585</b> Regional Completions (2021)	<b>3,563</b> Annual Openings (2021)
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Source: Economic Modeling Specialists International (EMSI)

### Related Programs

CIP Code	Program	Completions (2021)
52.0201	Business Administration and Management, General	2,934
45.0601	Economics, General	609
09.0100	Communication, General	481
30.2001	International/Globalization Studies	316
52.1801	Sales, Distribution, and Marketing Operations, General	86
30.9999	Multi-/Interdisciplinary Studies, Other	41
52.1401	Marketing/Marketing Management, General	29
52.0213	Organizational Leadership	27
52.1499	Marketing, Other	19
52.1101	International Business/Trade/Commerce	18
52.0299	Business Administration, Management and Operations, Other	15
19.0901	Apparel and Textiles, General	10
19.0905	Apparel and Textile Marketing Management	0

Source: Economic Modeling Specialists International (EMSI)

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Marketing and Distribution in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2020**

<b>CCC Programs</b>	<b>Completers</b>
College of the Canyons	370
Moorpark College	360
Santa Barbara City College	355
Cuesta College	245
Ventura College	235
Allan Hancock College	177
Antelope Valley College	169
Oxnard College	130
<b>Non-CCC Programs</b>	<b>Completers</b>
Cal Poly San Luis Obispo	919
CSU Channel Islands	378
UC Santa Barbara	295
California Lutheran University	291
The Master's University and Seminary	86
Laurus College	43
University of Antelope Valley	32
Antioch University-Santa Barbara	12
Ventura Adult and Continuing Education	6
Westmont College	1

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from regional exiters of the Marketing and Distribution Programs (TOP: 0509.00) in the South Central Coast region for the 2018-19 academic year.

- Completers of Marketing and Distribution programs from the 2018-2019 academic year in the South Central Coast region had a **median annual wage upon completion of \$29,638**.
- 33% of students are **employed within a year** after completing a program.
- 40% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+24%** change in earnings after exiting.
- 61% of students were **part-time**, 11% **skill builders**, 26% **first-generation**, and 78% **economically disadvantaged**.

## **Sources**

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## **Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Marketing and Distribution. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendation