

Program Endorsement Brief: 0509.00/Marketing and Distribution *Digital Marketing Certificate*

Orange County Center of Excellence, April 2019

Summary

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to marketing and distribution, **specifically, digital marketing**. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- The number of jobs for digital marketing occupations is projected to **decrease by 2% through 2023**. Despite the projected decrease, over **7,500 job openings** will be available annually due to new job growth and replacement need.
- In the past 12 months, there were **35,544 online job postings** for occupations related to digital marketing in Los Angeles and Orange Counties.
- There are **23 community colleges** in the region that have programs listed under the same TOP Code (0509.00). Of those, 16 colleges are located in Los Angeles County and seven colleges are located in Orange County.
- Between 2015 and 2018, community colleges in the region **conferred an average of 163 awards annually** (associate degrees and certificates) in related training programs under the same TOP code.
- **One related program recommendation request under the same TOP Code** was received between January 2018 and March 2019.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two digital marketing occupations included in this report. In Los Angeles/Orange County, the number of jobs related to digital marketing is projected to decrease by 2% through 2023. There will be 7,569 job openings per year through 2023.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	53,955	52,409	(1,546)	(3%)	5,539
Orange	19,925	19,691	(234)	(1%)	2,029
Total	73,880	72,100	(1,780)	(2%)	7,569

Wages—Average entry-level and median hourly wages for digital marketing occupations in the region are \$12.10 and \$25.41, respectively. Average entry-level wages for these occupations

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

are lower than the MIT Living hourly wage estimate for one adult in the region (\$14.36 in Los Angeles County, \$15.85 in Orange County). On average, experienced workers earn between \$52.55 and \$57.20, which is higher than the living wage estimate. Regional average wages are below the average statewide wage of \$32.42 for these occupations. Wage information, by county, is included in Appendix A.

Job Postings—There were 35,544 online job postings related to digital marketing occupations listed in the past 12 months. The highest number of job postings were for sales representative, account manager, and business development representative. The top specialized skills were: sales, customer service, and customer contact. The top three employers, by number of job postings, in the region were: Sentext Solutions, Sears, and 24 Hour Fitness.

Educational Attainment—The Bureau of Labor Statistics (BLS) lists high school diploma as the typical entry-level education required for the digital marketing occupations included in this report. The national-level educational attainment data indicates that between 27% and 31.3% of workers in the field have completed some college or an associate degree. Of the 24% of job postings listing a minimum education requirement in Los Angeles/Orange County, 88% (7,505) request a high school diploma or vocational training and 12% (1,031) request an associate degree.

Community College Supply

Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Marketing and Distribution (0509.00). Orange Coast College has the most completions in the region. Though the colleges listed in the table below have programs with the same TOP code, only one of those programs (Santiago Canyon) currently have a specific emphasis on preparing students for digital marketing occupations. Between January 2018 and March 2019, there was one other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2015-2018

TOP Code	Program	College	2015-16 Awards	2016-17 Awards	2017-2018 Awards	3-Year Award Average
0509.00	Marketing and Distribution	Cerritos	-	-	11	4
		Compton	-	4	1	2
		Cypress	13	5	4	7
		East LA	2	1	4	2
		El Camino	17	18	13	16
		Fullerton	1	1	-	1
		Glendale	-	3	-	1
		Golden West	-	1	3	1
		LA City	10	14	10	11
		LA Harbor	-	2	-	1
		LA Mission	1	1	2	1

TOP Code	Program	College	2015-16 Awards	2016-17 Awards	2017-2018 Awards	3-Year Award Average
		LA Pierce	6	4	8	6
		LA Trade	4	5	10	6
		LA Valley	10	10	16	12
		Long Beach	10	11	15	12
		Mt San Antonio	3	5	3	4
		Orange Coast	7	7	107	40
		Rio Hondo	2	5	8	5
		Saddleback	-	3	10	4
		Santa Ana	1	1	-	1
		Santa Monica	10	5	20	12
		Santiago Canyon	4	7	24	12
		West LA	3	1	3	2
		Total/Average	104	114	272	163

Appendix A: Occupational demand and wage data by county

Exhibit 3. Los Angeles County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Advertising Sales Agents (41-3011)	7,602	7,700	98	1%	974	\$14.21	\$27.40	\$54.18
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	46,353	44,710	(1,643)	(4%)	4,566	\$11.69	\$25.01	\$55.59
	53,955	52,409	(1,546)	(3%)	5,539			

Exhibit 4. Orange County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Advertising Sales Agents (41-3011)	1,765	1,661	(104)	(6%)	213	\$14.67	\$27.89	\$48.14
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,160	18,030	(130)	(1%)	1,816	\$12.22	\$25.34	\$59.70
	19,925	19,691	(234)	(1%)	2,029			

Exhibit 5. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Advertising Sales Agents (41-3011)	9,368	9,360	(8)	(0.85%)	1,187	\$14.25	\$27.52	\$52.55
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	64,512	62,740	(1,772)	(3%)	6,382	\$11.78	\$25.11	\$57.20
	73,880	72,100	(1,780)	(2%)	7,569			

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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