** Marketing and Sales Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Marketing and Sales workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is about 11,897 students annually in the Bay region and 3,255 students annually in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0509.00 - Marketing and Distribution in the state and region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Laney College and in the region.

# Introduction

This report profiles Marketing and Sales Occupations in the 12 county Bay region and in the East Bay sub-region for the revision of an existing program at Laney College.

|  |
| --- |
| * **Advertising and Promotions Managers (SOC 11-2011):** Plan,direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 16%* |
|  |
| * **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (SOC 41-4012):** Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Moderate-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%* |
|  |
| * **Public Relations and Fundraising Managers (SOC 11-2031):** Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 10%* |
|  |
| * **Customer Service Representatives (SOC 43-4051):** Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 43%* |
|  |
| * **Purchasing Managers (SOC 11-3061):** Plan, direct, or coordinate the activities of buyers, purchasing officers, and related workers involved in purchasing materials, products, and services. Includes wholesale or retail trade merchandising managers and procurement managers. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%* |

# Occupational Demand

**Table 1. Employment Outlook for Marketing and Sales Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Advertising and Promotions Managers | 1,340 | 1,435 | 95 | 7% | 794 | 159 | $32.37 | $52.52 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 33,365 | 34,464 | 1,099 | 3% | 18,263 | 3,653 | $16.79 | $30.04 |
| Public Relations and Fundraising Managers | 3,048 | 3,285 | 237 | 8% | 1,479 | 296 | $39.18 | $63.21 |
| Customer Service Representatives | 50,420 | 55,492 | 5,072 | 10% | 38,062 | 7,612 | $13.52 | $20.98 |
| Purchasing Managers | 2,675 | 2,802 | 127 | 5% | 1,194 | 239 | $40.44 | $66.24 |
| **Total** | **90,848** | **97,479** | **6,631** | **7%** | **59,792** | **11,958** | **$16.65** | **$27.52** |

*Source: EMSI 2018.4*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Marketing and Sales Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Advertising and Promotions Managers | 250 | 263 | 12 | 5% | 141 | 28 | $29.38 | $48.60 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 10,275 | 10,499 | 224 | 2% | 5,476 | 1,095 | $16.08 | $29.30 |
| Public Relations and Fundraising Managers | 635 | 672 | 37 | 6% | 294 | 59 | $39.42 | $70.35 |
| Customer Service Representatives | 14,447 | 15,312 | 866 | 6% | 10,161 | 2,032 | $13.03 | $19.91 |
| Purchasing Managers | 624 | 656 | 32 | 5% | 281 | 56 | $36.29 | $61.06 |
| **TOTAL** | **26,231** | **27,402** | **1,170** | **4%** | **16,352** | **3,271** | **$15.57** | **$26.06** |

*Source: EMSI 2018.4*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Oct 2017 - Sept 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012.00) | 32,768 | 7,930 |
| Customer Service Representatives (43-4051.00) | 17,079 | 5,981 |
| Public Relations and Fundraising Managers (11-2031.00) | 4,992 | 913 |
| Purchasing Managers (11-3061.00) | 1,531 | 232 |
| Advertising and Promotions Managers (11-2011.00) | 250 | 40 |
| **Total** | 56,620 | 15,096 |

*Source: Burning Glass*

**Table 4. Top Job Titles for Marketing and Sales Occupations for latest 12 months (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Account Manager | 5,900 | 1,099 | Sales Development Representative | 435 | 55 |
| Customer Service Representative | 5,256 | 2,196 | Enterprise Account Manager | 432 | 14 |
| Sales Representative | 3,981 | 1,222 | Customer Service | 417 | 166 |
| Sales Specialist | 1,282 | 271 | Customer Service Agent | 406 | 80 |
| Account Executive | 1,280 | 244 | Community Manager | 388 | 24 |
| Outside Sales Representative | 1,217 | 436 | Sales Coordinator | 386 | 118 |
| Customer Service Associate | 1,157 | 380 | Sales Account Manager | 350 | 71 |
| Sales Consultant | 1,101 | 301 | Service Representative | 344 | 147 |
| Communications Manager | 1,028 | 131 | Senior Account Manager | 335 | 57 |
| Customer Service Specialist | 1,018 | 153 | Client Service Associate | 327 | 14 |
| Inside Sales Representative | 805 | 280 | Procurement Manager | 302 | 48 |
| Account Representative | 565 | 192 | Account Director | 299 | 28 |
| Business to Business Sales Representative | 563 | 175 | Inside Sales | 283 | 112 |
| Sales Executive | 556 | 121 | Service Cashier | 280 | 102 |
| Sales | 554 | 157 | Service Advisor | 275 | 103 |
| Client Service Representative | 516 | 153 | Public Relations Manager | 270 | 19 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Marketing and Sales Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 3,720 | 3,828 | 42% | 4.2% |
| Wholesale Trade Agents and Brokers (425120) | 3,903 | 3,500 | (14%) | 3.8% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 3,026 | 3,114 | 6% | 3.4% |
| Electronic Shopping and Mail-Order Houses (454110) | 1,990 | 2,021 | 23% | 2.2% |
| Custom Computer Programming Services (541511) | 1,915 | 1,945 | 16% | 2.1% |
| Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430) | 1,845 | 1,841 | (2%) | 2.0% |
| Temporary Help Services (561320) | 1,558 | 1,544 | 4% | 1.7% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 1,534 | 1,541 | 4% | 1.7% |
| Insurance Agencies and Brokerages (524210) | 1,445 | 1,441 | 1% | 1.6% |
| Data Processing, Hosting, and Related Services (518210) | 1,369 | 1,431 | 40% | 1.6% |
| Other Electronic Parts and Equipment Merchant Wholesalers (423690) | 1,204 | 1,232 | (17%) | 1.3% |
| Software Publishers (511210) | 1,169 | 1,206 | 26% | 1.3% |
| Computer Systems Design Services (541512) | 1,210 | 1,205 | 12% | 1.3% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Marketing and Sales Occupations in Bay Region and East Bay Sub-Region (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Sentext Solutions | 543 | O'Reilly Automotive Inc | 207 | 24 Hour Fitness | 215 |
| 24 Hour Fitness | 480 | Kelly Moore Paint Company Incorporated | 198 | Sentext Solutions | 206 |
| Google Inc. | 399 | State Farm Insurance Companies | 194 | Sears | 173 |
| Sears | 390 | Cisco Systems Incorporated | 174 | FedEx | 105 |
| FedEx | 295 | Walgreens Boots Alliance Inc | 160 | Mutual of Omaha Company | 95 |
| Best Buy | 283 | IBM | 154 | Sherwin Williams | 73 |
| Salesforce | 278 | Sentext | 152 | O'Reilly Automotive Inc | 70 |
| Facebook | 264 | Mutual of Omaha Company | 149 | State Farm Insurance Companies | 69 |
| Bank of America | 227 | Capital Markets Placement | 143 | University Of California Berkeley | 69 |
| Sherwin Williams | 225 | Centurylink | 141 | Best Buy | 67 |

*Source: Burning Glass*

# Educational Supply

There are 10 community colleges in the Bay region issuing 61 awards annually on TOP 0509.00 - Marketing and Distribution. There are four colleges in the East Bay sub-region issuing 16 awards annually on this TOP code.

**Table 7. Awards on TOP 0509.00 - Marketing and Distribution in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| **Chabot** | East Bay | 58 | 3 | 5 | 8 |
| **Deanza** | Silicon Valley | 551 | 7 | 8 | 16 |
| **Diablo Valley** | East Bay | 199 |  | 5 | 5 |
| **Laney** | East Bay | 18 | 1 | 1 | 2 |
| **Las Positas** | East Bay | 232 | 1 |  | 1 |
| **San Francisco** | Mid-Peninsula | 231 | 4 | 10 | 14 |
| **San Jose City** | Silicon Valley | 43 | 2 | 3 | 5 |
| **San Mateo** | Mid-Peninsula | n/a | 3 | 4 | 7 |
| **Solano** | North Bay | 30 | 1 | 1 | 1 |
| **West Valley** | Silicon Valley | 66 |  | 2 | 2 |
| **Total Bay Region** | | **1,428** | **22** | **39** | **61** |
| **Total East Bay Sub-Region** | | **507** | **5** | **11** | **16** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 11,958 annual openings for the Marketing and Sales occupational cluster and 61 annual awards for an annual undersupply of 11,897 students. In the East Bay sub-region, there is also a gap with 3,271 annual openings and 16 annual awards for an annual undersupply of 3,255 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0509.00 - Marketing and Distribution**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Laney College (All CTE Programs) | State (TOP 0509.00) | Bay  (TOP  0509.00) | East Bay (TOP  0509.00) | Laney College (TOP  0509.00) |
| % Employed Four Quarters After Exit | 75% | 78% | 61% | 67% | 70% | 83% |
| Median Quarterly Earnings Two Quarters After Exit | $13,996 | $10,496 | $8,061 | $9,538 | $9,954 | $9,671 |
| Median % Change in Earnings | 40% | 43% | 50% | 54% | 70% | n/a |
| % of Students Earning a Living Wage | 63% | 62% | 50% | 51% | 55% | n/a |

*Source: Launchboard Pipeline (version available on 10/31/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Marketing and Sales Occupations in Bay Region (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Sales | 27,876 | Inside Sales | 3,415 | Upselling Products and Services | 1,835 |
| Customer Service | 23,133 | Social Media | 3,114 | Cross Sell | 1,821 |
| Customer Contact | 8,143 | Product Knowledge | 2,762 | Retail Sales | 1,693 |
| Product Sales | 5,919 | Software as a Service (SaaS) | 2,667 | Articulating Value Propositions | 1,549 |
| Salesforce | 5,773 | Sales Management | 2,625 | Onboarding | 1,541 |
| Business Development | 5,669 | Client Base Retention | 2,613 | Customer Accounts | 1,533 |
| Sales Goals | 5,641 | Appointment Setting | 2,428 | Sales Calls | 1,533 |
| Outside Sales | 4,752 | Customer Billing | 2,308 | Cash Handling | 1,507 |
| Scheduling | 4,580 | Negotiation Skills | 2,280 | Staff Management | 1,491 |
| Account Management | 4,524 | Description and Demonstration of Products | 2,239 | Procurement | 1,488 |
| Prospective Clients | 4,367 | Data Entry | 2,237 | Complex Sales | 1,466 |
| Retail Industry Knowledge | 4,120 | Customer Relationship Management (CRM) | 2,199 | Purchasing | 1,461 |
| Budgeting | 3,906 | Sales Cycle | 2,051 | Sales Prospecting | 1,439 |
| Project Management | 3,864 | Merchandising | 2,046 | Sales Development | 1,438 |
| Business-to-Business | 3,447 | Cold Calling | 1,841 | Business-to-Business Sales | 1,433 |

*Source: Burning Glass*

**Table 10. Certifications for Marketing and Sales Occupations in the Bay Region (Oct 2017 - Sept 2018)**

Note: 85% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 6,053 | Series 6 | 48 |
| Property and Casualty License | 274 | Forklift Operator Certification | 46 |
| Series 7 | 246 | Series 65 | 46 |
| Insurance License | 201 | Project Management Professional (PMP) | 44 |
| Real Estate Certification | 198 | Certified Professional in Supply Management (CPSM) | 42 |
| Insurance Agent Certification | 192 | Series 63 | 42 |
| Project Management Certification | 123 | Leadership In Energy And Environmental Design (LEED) Certified | 35 |
| Automotive Service Excellence (ASE) Certification | 116 | Securities License | 34 |
| First Aid CPR AED | 116 | Cisco Certified Internetwork Expert (CCIE) | 33 |
| IT Infrastructure Library (ITIL) Certification | 101 | Food Handler Certification | 32 |
| Accident Health and Life (Insurance) | 87 | Purchasing Certification | 31 |
| Certified Financial Planner (CFP) | 85 | Chartered Property Casualty Underwriter (CPCU) | 29 |
| Security Clearance | 85 | Certified Energy Manager | 27 |
| Life and Health Insurance License | 74 | Certified A+ Technician | 25 |
| Certified Employee Benefit Specialist (CEBS) | 69 | CDL Class C | 23 |
| Department of Transportation (DOT) Medical Certification | 59 | Certified Surgical Technician | 22 |
| Investment Advisor | 57 | CDL Class B | 21 |
| Life Insurance License | 56 | Certified Fund Raising Executive (CFRE) | 19 |
| ITIL Certification | 52 | Certified in Production and Inventory Management (CPIM) | 19 |
| American Production and Inventory Control Society (APICS) Certification | 49 | Contractor’s License | 19 |

*Source: Burning Glass*

**Table 11. Education Requirements for Marketing and Sales Occupations in Bay Region**

Note: 44% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings |
| High school or vocational training | 10,182 (33%) |
| Associate Degree | 1,102 (4%) |
| Bachelor’s Degree or Higher | 19,328 (63%) |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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