

# Program Endorsement Brief:

American River College: Marketing

**North/Far North Center of Excellence, December 2018**

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## INTRODUCTION

American River College is exploring program opportunities related to marketing. This report provides an overview of the labor market demand and supply for related business analytics occupations in the 7-county Greater Sacramento region<sup>1</sup>. It provides an overview of the employment opportunities and existing community college programs that prepare students for the profession.

Key findings include:

- Occupational growth for Marketing Managers and Market Research Analysts and Marketing Specialists was strong in the Sacramento region (more than 80 percent) and California (more than 110 percent) over the last ten years. Annual openings are robust—600 openings in the Sacramento region, and many thousands across the state.
- Wages are robust for these occupations. For marketing managers, the median wage in the Sacramento region is \$55 per hour. For marketing analysts and specialists, the median wage is \$33 per hour.
- These occupations require a bachelor's degree; 70 percent of marketing managers have at least a bachelor's degree; 80 percent of marketing analysts and specialists have a bachelor's degree.
- Community college award production is small, suggesting opportunities for the colleges to boost transfer pathways.

Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from EMSI and job posting data from Burning Glass.

The report contains the following sections:

- Occupational demand,
- Wages and job postings,
- Educational attainment and supply, and
- Findings and recommendations.

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<sup>1</sup> The 7-county Greater Sacramento region includes El Dorado, Placer, Nevada, Sacramento, Sutter, Yolo and Yuba counties.

# OCCUPATIONAL DEMAND

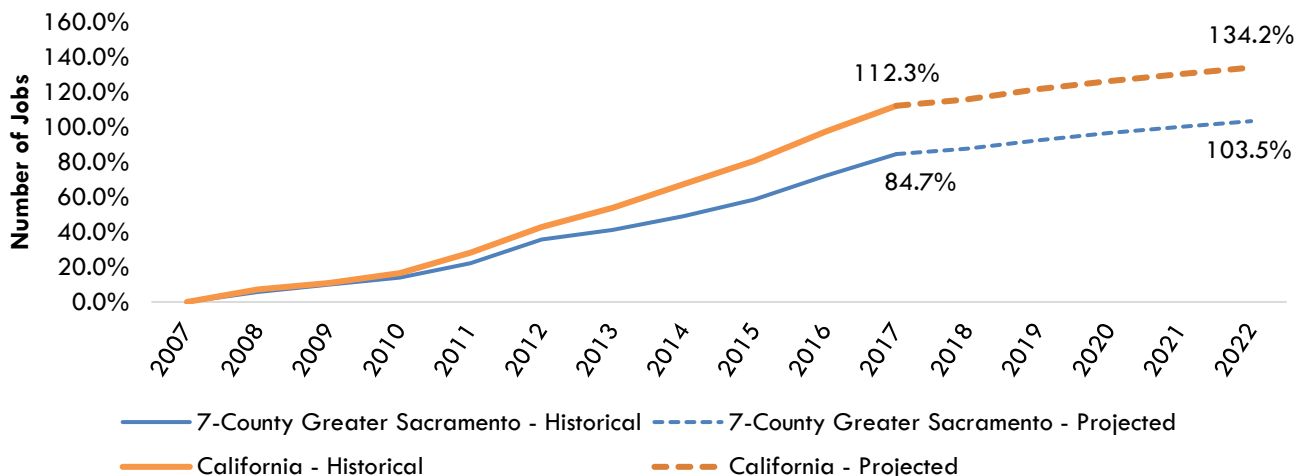
This report analyzes Marketing Managers (SOC code 11-2021) and Market Research Analysts and Marketing Specialists (SOC Code 13-1161) in relation to the proposed program. Exhibit 1 summarizes job trends of the selected occupations in the 7-county Greater Sacramento region, and California.

**Exhibit 1: Employment, projected occupational demand<sup>2</sup>**

| Geography  | SOC Code | 2007 Jobs     | 2017 Jobs      | 2022 Jobs      | 2017-22 Jobs % Change | Annual Openings |
|--|----------|---------------|----------------|----------------|-----------------------|-----------------|
| Marketing Managers                                 | 11-2021  | 1,288         | 1,656          | 1,745          | 5.4%                  | 162             |
| Market Research Analysts and Marketing Specialists | 13-1161  | 1,632         | 3,737          | 4,198          | 12.3%                 | 455             |
| <b>7-County Greater Sacramento Region Total</b>    |          | <b>2,920</b>  | <b>5,393</b>   | <b>5,943</b>   | <b>10.2%</b>          | <b>617</b>      |
| Marketing Managers                                 | 11-2021  | 26,440        | 36,221         | 38,508         | 6.3%                  | 3,597           |
| Market Research Analysts and Marketing Specialists | 13-1161  | 39,242        | 103,244        | 115,328        | 11.7%                 | 12,595          |
| <b>California Total</b>                            |          | <b>65,683</b> | <b>139,465</b> | <b>153,836</b> | <b>10.3%</b>          | <b>16,192</b>   |

Exhibit 2 shows the percentage change in number of jobs between 2007 through 2017 and occupational projections from 2017 through 2022. The rate of change is indexed to the total number of jobs in 2007 as the base year and compares 7-County Greater Sacramento Region and California.

**Exhibit 2: Rate of change for selected occupations<sup>3</sup>**



The selected occupations in the 7-county region grew steadily but slower than the state during the past ten years. Market Research Analysts and Marketing Specialists experienced more robust employment growth compared to Marketing Managers at both regional and state levels. The employment projection indicates the selected occupations continue to grow at 2-digit rate over the next 5 years in the region and across the state. Employers in the region are projected to create on average 617 new and replacement job openings annually for the occupations studied between 2017 and 2022, nearly three quarters of which are Market Research Analysts and Marketing Specialists.

# WAGES AND JOB POSTINGS

Exhibit 3 displays hourly wages for Marketing Managers and Market Research Analysts and Marketing Specialists in the 7 counties as well as the 7 counties' median living wages for a one-adult, one-child household.<sup>4</sup> The chart also compares the 7 counties to the state for these two occupations. Wages for both selected occupations are well

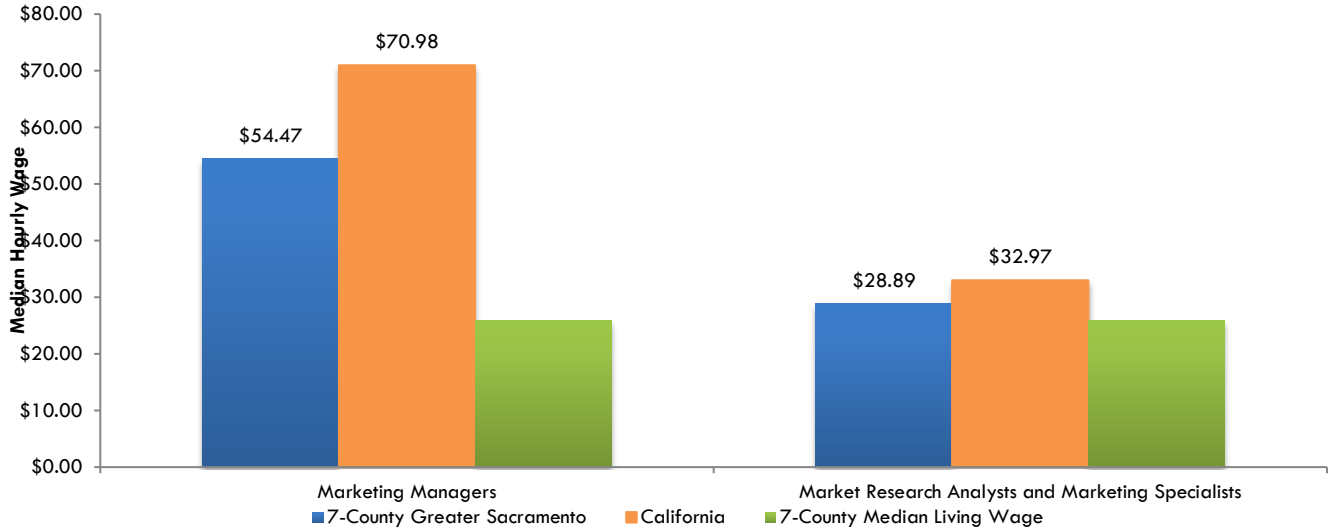
<sup>2</sup> Emsi 2018.4; QCEW Employees, Non-QCEW Employees and Self-Employed.

<sup>3</sup> Ibid.

<sup>4</sup> Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/states/06/locations>.

above living wage in the 7-county region but are below state average wages for the same occupations.

**Exhibit 3: Hourly Wages for selected occupations<sup>5</sup>**



Burning Glass data identified 1,740 job postings in the 7-County Greater Sacramento region for Marketing Managers, and Market Research Analysts and Marketing Specialists. 88 percent of the job postings<sup>6</sup> require a bachelor’s degree as minimum educational attainment for candidates. Data was pulled for the last year from October 1, 2017 through September 30, 2018.

Exhibit 4 presents the job postings trend for the representative SOC codes over the past 10 years compared to the median during the same period for the 7-County region.

**Exhibit 4: Job posting trend for Selected Occupations<sup>7</sup>**

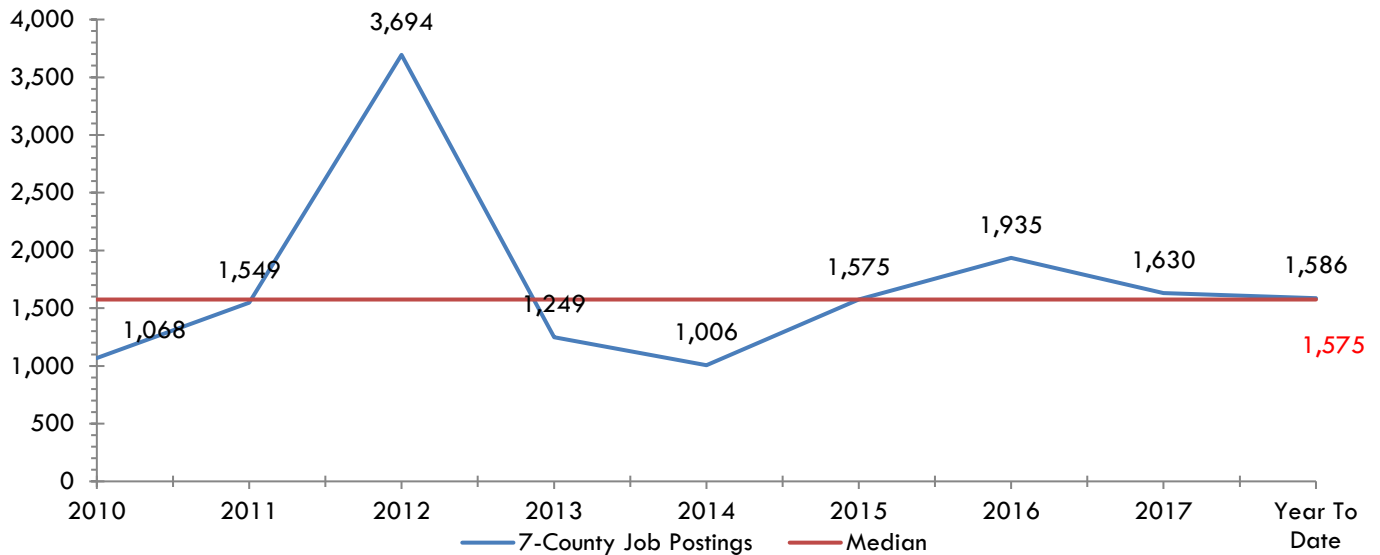


Exhibit 5 shows the top titles for positions within the selected occupation that were present in the job postings.

<sup>5</sup> Emsi 2018.4; QCEW Employees, Non-QCEW Employees and Self-Employed.

<sup>6</sup> Based on 882 job postings with specified minimum education requirement. Job postings without specified education requirement are not included in this calculation.

<sup>7</sup> Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool,” 2018.

**Exhibit 5: Top titles for Selected Occupations<sup>8</sup>**

| Top Titles            | Number | Percent<br>(n=1,740) |
|-----------------------|--------|----------------------|
| Marketing Associate   | 145    | 8.3%                 |
| Marketing Specialist  | 145    | 8.3%                 |
| Marketing Manager     | 144    | 8.3%                 |
| Marketing Coordinator | 126    | 7.2%                 |
| Marketing Assistant   | 88     | 5.1%                 |
| Shopper               | 83     | 4.8%                 |
| Product Manager       | 61     | 3.5%                 |
| Director of Marketing | 55     | 3.2%                 |

Exhibit 6 shows the top employers for selected occupation jobs postings in 7-county Sacramento Region.

**Exhibit 6: Top Employers for selected occupations<sup>9</sup>**

| Top Employer             | Number | Percent<br>(n=1,405) |
|--------------------------|--------|----------------------|
| Lyon Real Estate         | 62     | 4.4%                 |
| Instacart                | 53     | 3.8%                 |
| SHIPT                    | 35     | 2.5%                 |
| Staples                  | 30     | 2.1%                 |
| General Electric Company | 28     | 2.0%                 |
| State of California      | 28     | 2.0%                 |
| Intel Corporation        | 23     | 1.6%                 |
| Wolters Kluwer           | 20     | 1.4%                 |
| Rapid Brands Inc         | 19     | 1.4%                 |
| Powerschool Group LLC    | 17     | 1.2%                 |

Exhibit 7 shows the top specialized and software skills desired within selected occupation positions in 7-county Sacramento Region.

**Exhibit 7: Top skills among selected occupations<sup>10</sup>**

| Top Specialized Skills | Number | Percent<br>(n=1,565) |
|------------------------|--------|----------------------|
| Marketing              | 958    | 61.2%                |
| Social Media           | 396    | 25.3%                |
| Budgeting              | 259    | 16.5%                |
| Project Management     | 252    | 16.1%                |
| Sales                  | 250    | 16.0%                |
| Product Management     | 246    | 15.7%                |
| Customer Service       | 230    | 14.7%                |
| Market Strategy        | 213    | 13.6%                |
| Marketing Materials    | 191    | 12.2%                |
| Business Development   | 188    | 12.0%                |

Exhibit 8 shows the cities where the representative occupation postings were located.

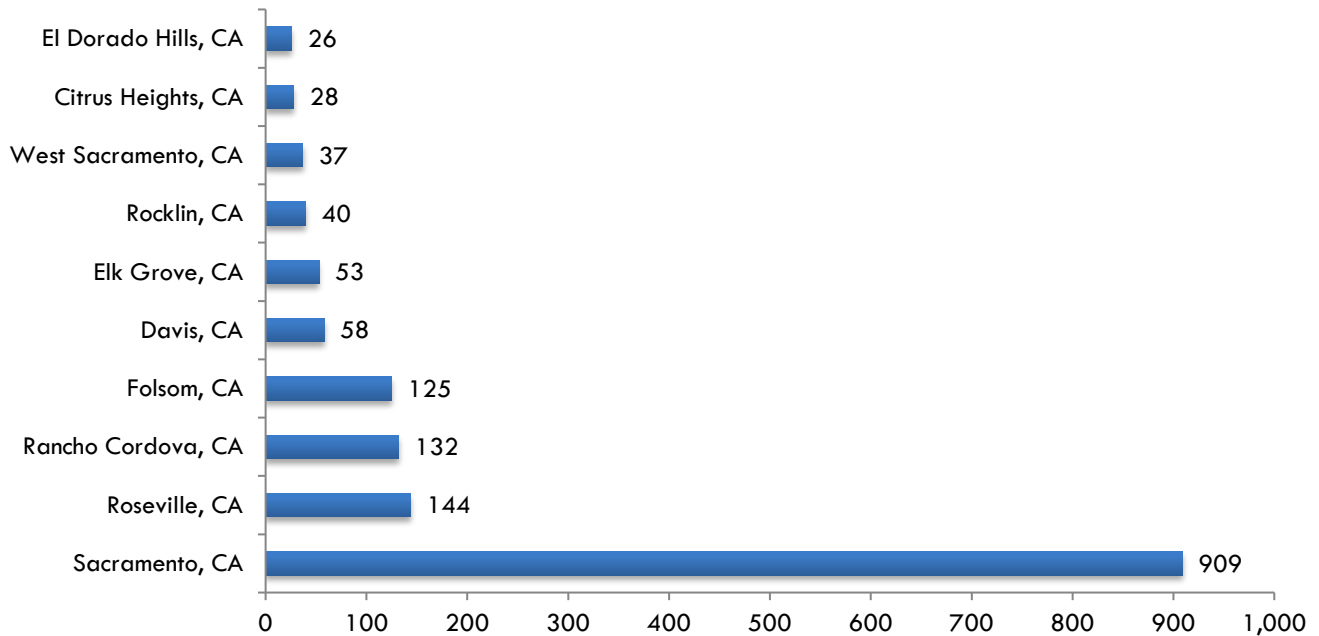
<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

**Exhibit 8: Top locations listed for selected occupations<sup>11</sup>**

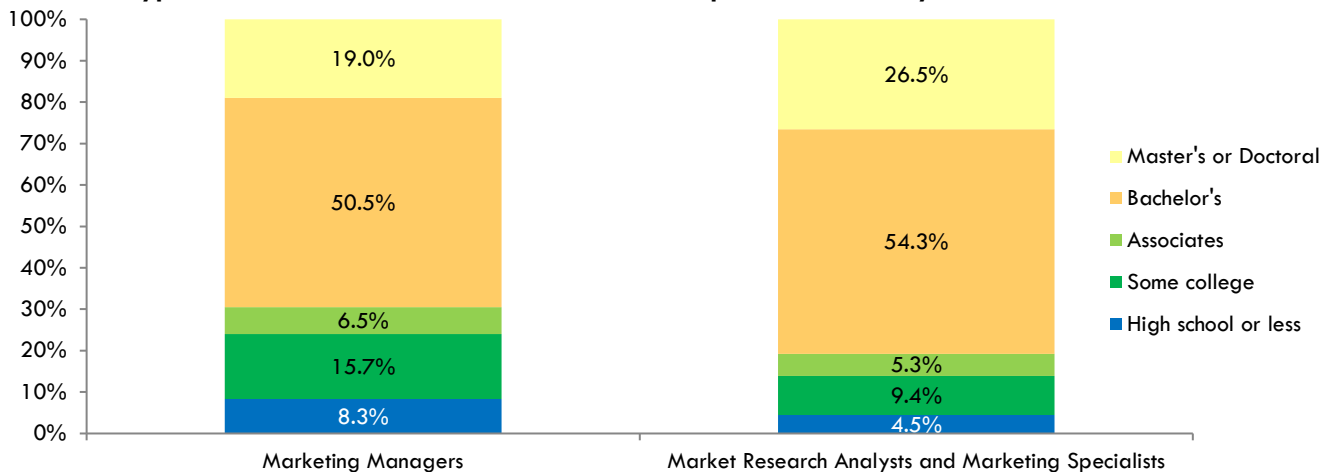
## Job Postings



## EDUCATIONAL ATTAINMENT AND SUPPLY

At the national level, 69.5 percent of Marketing Managers and 80.8 percent of Market Research Analysts and Marketing Specialists have at least a bachelor's degree. While 22 percent of Marketing Managers have an associate degree or some college education, these workers tend to have long term on the job training and extensive work experience. Exhibit 9 breaks down the educational attainment percentages for these two occupations.

**Exhibit 9: Typical educational attainment for selected occupations nationally<sup>12</sup>**



<sup>11</sup> Ibid.

<sup>12</sup> Current Population Survey, Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2015-2016, [https://www.bls.gov/emp/ep\\_table\\_111.htm](https://www.bls.gov/emp/ep_table_111.htm).

This report selected Marketing and Distribution (TOP Code: 0509.00) as the Taxonomy of Programs (TOP) code that relates to Velocity Sales and Marketing.

Six community colleges in the 7-county Greater Sacramento region offer related training. Sierra College confers most awards (40 in the past three years) for this TOP code. The community colleges in the region granted in total 92 certificates and associate degrees in this field in the past three years.

Exhibit 10 shows the total number of awards by colleges during the past three academic years.

**Exhibit 10: Total awards conferred by 7-county region community colleges, 2015-2018<sup>13</sup>**

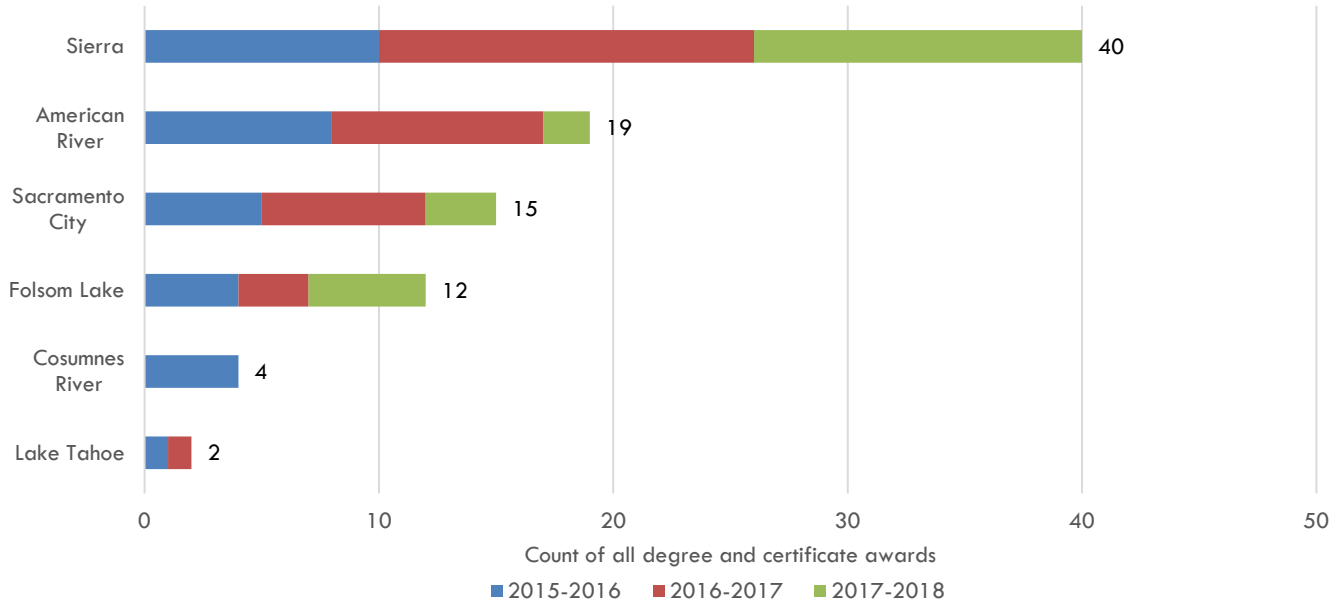


Exhibit 11 shows the break down between certificates and associate degrees.

**Exhibit 11: Certificates and associate degrees conferred by 7-county region community colleges, 2015-2018<sup>14</sup>**

|                    | Certificate |          |          |          | Associate |           |           |           |
|--------------------|-------------|----------|----------|----------|-----------|-----------|-----------|-----------|
|                    | 2015-16     | 2016-17  | 2017-18  | 3-Yr Avg | 2015-16   | 2016-17   | 2017-18   | 3-Yr Avg  |
| Sierra             | 2           | 3        | 1        | 2        | 8         | 13        | 13        | 11        |
| American River     |             |          |          |          | 8         | 9         | 2         | 6         |
| Sacramento City    | 2           | 1        | 2        | 2        | 3         | 6         | 1         | 3         |
| Folsom Lake        | 3           | 3        | 4        | 3        | 1         |           | 1         | 1         |
| Cosumnes River     | 2           |          |          | 2        | 2         |           |           | 2         |
| Lake Tahoe         |             |          |          |          | 1         | 1         |           | 1         |
| <b>Grand Total</b> | <b>9</b>    | <b>7</b> | <b>7</b> | <b>8</b> | <b>23</b> | <b>29</b> | <b>17</b> | <b>23</b> |

<sup>13</sup> COE Supply Tables, California Community Colleges Chancellor's Office DataMart, Integrated Postsecondary Education Data System (IPEDS).

<sup>14</sup> Ibid.

# FINDINGS

- Occupational growth for Marketing Managers and Market Research Analysts and Marketing Specialists was strong in the Sacramento region (more than 80 percent) and California (more than 110 percent) over the last ten years. Annual openings are robust—600 openings in the Sacramento region, and many thousands across the state.
- Wages are robust for these occupations. For marketing managers, the median wage in the Sacramento region is \$55 per hour. For marketing analysts and specialists, the median wage is \$33 per hour.
- These occupations require a bachelor’s degree; 70 percent of marketing managers have at least a bachelor’s degree; 80 percent of marketing analysts and specialists have a bachelor’s degree.
- Community college award production is small, suggesting opportunities for the colleges to boost transfer pathways.

# RECOMMENDATIONS

- The community colleges should explore boosting enrollments and transfer pipelines to bachelor’s degrees in marketing—associate degree for transfer.
- Terminal short-term certificates in marketing that do not emphasize pathways for transfer are discouraged based on the available data.

| COE Recommendation                  |                            |                               |
|-------------------------------------|----------------------------|-------------------------------|
| Move forward with program           | Program is not recommended | Additional information needed |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/>      |

# SUMMARY RECOMMENDATION (FOR RC APPLICATION)

- The COE found that demand for marketing-related occupations outstrips supply (600 annual openings over the next five years).
- There is a small number of marketing program graduates—certificates and degrees--in the Sacramento region (about 30 annually).
- Wages are strong, at least \$30 per hour for analysts and specialists.
- Generally, workers in related occupations hold a bachelor’s degree, so transfer pathways are recommended: pathways to associate degree for transfer.

| COE Recommendation                  |                            |                               |
|-------------------------------------|----------------------------|-------------------------------|
| Move forward with program           | Program is not recommended | Additional information needed |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/>      |



## APPENDIX A: DATA SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O\*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

### For more information, please contact:

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