

Marketing Occupational Group

Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area)

Summary

- Employment for the marketing occupational group is expected to **increase by 9% between 2017 and 2022** in the Inland Empire/Desert Region. Nearly **17,000 job openings** will be available over the five-year timeframe.
- The marketing occupational group consists of middle-skill and above middle-skill occupations. Traditional labor market data and job posting suggest that most employers are searching for candidates with a four-year degree.
- The entry-level wage for each occupation in the middle-skill and above middle-skill categories are **above the MIT Living Wage estimate of \$12.30 per hour** for a single adult living in the Inland Empire/Desert Region.
- There appears to be an opportunity for program growth based on the average annual number of program completions for the selected community college programs (**18 annual average regional credentials total; 16 average annual community college credentials, 2 other institutional credentials**), and the annual openings for middle-skill marketing occupations in the local region (**2,213 annual job openings**).

Introduction

This report details occupations relevant to the marketing and distribution program. This program informs students about marketing functions and tasks that facilitate the flow of goods and services to consumers. Marketing occupations typically require workers to obtain a bachelor's degree or higher. To illuminate which occupations are immediately accessible to community college graduates, the marketing occupational group has been divided into middle-skill and above middle-skill occupations. Middle-skill occupations accommodate community college graduates, while above middle-skill occupations require a four-year degree and prior work experience.

The occupations included in the **middle-skill** marketing occupational group are:

- Purchasing Agents, Except Wholesale, Retail, and Farm Products
- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- Wholesale and Retail Buyers, Except Farm Products

The occupations included in the **above middle-skill** marketing group are:

- Advertising and Promotions Managers
- Market Research Analysts and Marketing Specialists
- Marketing Managers
- Sales Managers

Job Opportunities

In 2017, there were nearly 29,200 marketing jobs in the Inland Empire/Desert. This occupational group is projecting to increase employment by 9% over the next five years. Employers in the region will need to hire nearly 17,000 workers over the next five years to backfill jobs that workers are permanently vacating (includes retirements). Appendix A, Table 1 shows the projected job growth, wages, education, training, and work experience required for each of the occupations in this group.

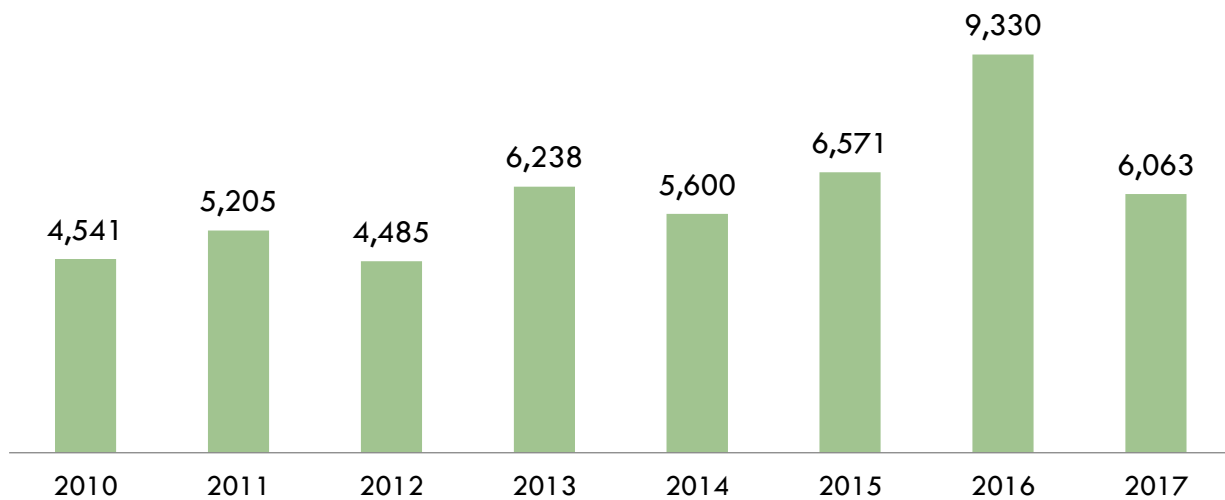
Exhibit 1: Five-year projections for the marketing occupational group in the Inland Empire/Desert Region

| Skill Level | 2017 Jobs | 5-Yr % Change (New Jobs) | 5-Yr Openings (New + Replacement Jobs) | Annual Openings (New + Replacement Jobs) | % of workers age 55+ |
|--------------------|---------------|--------------------------|--|--|----------------------|
| Above Middle-Skill | 10,972 | 8% | 5,900 | 1,180 | 16% |
| Middle-Skill | 18,200 | 9% | 11,066 | 2,213 | 26% |
| Total | 29,171 | 9% | 16,966 | 3,393 | 23% |

Source: EMSI 2018.2

Over the last 12 months (August 2017 to July 2018), there were 8,774 advertisements (ads) for jobs in the marketing occupational group in the Inland Empire/Desert Region. From 2010 to 2017, there was an annual average of 6,004 job ads per year (Exhibit 2).

Exhibit 2: Number of online job postings for the marketing occupational group in the Inland Empire/Desert Region, 2010 to 2017



Source: Burning Glass – Labor Insights

The average time to fill for marketing occupations in the Inland Empire/Desert Region is one day longer than the national average, indicating that it is about the same for employers to find qualified candidates to fill their open positions in the local region. Exhibit 3 shows the number of job ads posted during the last 12 months along with the regional and national average time to fill. Above middle-skill occupations appear above the line while middle-skill occupations appear below the line.

Exhibit 3: Job ads by each of the marketing occupations in the Inland Empire/Desert Region and time to fill, August 2017 – July 2018

| Occupation | Job Ads | Regional Average Time to Fill (Days) | National Average Time to Fill (Days) |
|--|--------------|--------------------------------------|--------------------------------------|
| Sales Managers | 1,305 | 39 | 40 |
| Market Research Analysts and Marketing Specialists | 851 | 38 | 38 |
| Marketing Managers | 460 | 43 | 42 |
| Advertising and Promotions Managers | 6 | 41 | 40 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 5,748 | 38 | 39 |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products | 395 | 37 | 35 |
| Wholesale and Retail Buyers, Except Farm Products | 9 | 37 | 35 |
| TOTAL | 8,774 | - | - |

Source: Burning Glass – Labor Insights

Earnings

The entry-level wage for each of the occupations in the marketing occupational group is above the MIT Living Wage estimate of \$12.30 per hour for a single adult living in the Inland Empire/Desert Region. These wages are sufficient for an adult living in a household with one other working adult and one child (\$14.50 per hour, per adult or \$30,160 annually for each adult). Exhibit 4 displays wage information for this occupational group in the Inland Empire/Desert Region. Above middle-skill occupations appear above the line while middle-skill occupations appear below the line.

Exhibit 4: Earnings for the marketing occupational group in the Inland Empire/Desert Region

| Occupation | Entry to Experienced Hourly Earnings Range* | Median Wage* | Average Annual Earnings |
|--|---|--------------|-------------------------|
| Marketing Managers | \$33.70 to \$63.66 | \$44.42 | \$107,200 |
| Sales Managers | \$23.47 to \$63.48 | \$39.42 | \$105,100 |
| Advertising and Promotions Managers | \$20.55 to \$56.65 | \$35.19 | \$91,000 |
| Market Research Analysts and Marketing Specialists | \$19.56 to \$36.93 | \$26.89 | \$60,600 |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products | \$21.08 to \$34.85 | \$27.34 | \$60,900 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | \$19.43 to \$39.59 | \$26.71 | \$67,300 |
| Wholesale and Retail Buyers, Except Farm Products | \$18.79 to \$29.54 | \$22.48 | \$53,100 |

Source: EMSI 2018.2

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

Employers, Skills, and Education

Exhibit 5 displays the top employers posting job ads for each occupation during the last 12 months. Above middle-skill occupations appear above the line while middle-skill occupations appear below the line.

Exhibit 5: The top employers for the marketing occupational group in the Inland Empire/Desert Region during the last 12 months, August 2017 – July 2018

| Occupation | Top Employers |
|--|---|
| Sales Managers (n=1,155) | <ul style="list-style-type: none"> Caleres Inc. 24 Hour Fitness |
| Market Research Analysts and Marketing Specialists (n=667) | <ul style="list-style-type: none"> Staples Inc. Esri |
| Marketing Managers (n=383) | <ul style="list-style-type: none"> Esri Monster Beverage |
| Advertising and Promotions Managers (n=5) | <ul style="list-style-type: none"> Esri Box Top Advertising |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (n=4,952) | <ul style="list-style-type: none"> Sentext Solutions Sears, Roebuck and Company |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products (n=305) | <ul style="list-style-type: none"> Niagara Bottling LLC Ersi |
| Wholesale and Retail Buyers, Except Farm Products (n=9) | <ul style="list-style-type: none"> San Manuel Indian Bingo Casino Under Armour |

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of in-demand specialized and soft skills that employers are seeking when looking for workers to fill marketing positions. Above middle-skill occupations appear above the line while middle-skill occupations appear below the line.

Exhibit 6: Sample of in-demand skills from employer job ads for marketing occupations in the Inland Empire/Desert Region, August 2017 – July 2018

| Occupation | Specialized skills | Soft skills | Software and Programming skills |
|---|---|--|--|
| Sales Managers (n=1,218) | <ul style="list-style-type: none"> Customer Service Budgeting Business Development | <ul style="list-style-type: none"> Communication Skills Building Effective Relationships Teamwork/Collaboration | <ul style="list-style-type: none"> Microsoft Office |
| Market Research Analysts and Marketing Specialists (n=805) | <ul style="list-style-type: none"> Social Media Customer Service Sales | <ul style="list-style-type: none"> Communication Skills Creativity Organizational Skills | <ul style="list-style-type: none"> Microsoft Office Facebook |
| Marketing Managers (n=438) | <ul style="list-style-type: none"> Budgeting Product Management Sales | <ul style="list-style-type: none"> Communication Skills Creativity Teamwork/Collaboration | <ul style="list-style-type: none"> Microsoft Office |
| Advertising and Promotions Managers (n=6) | <ul style="list-style-type: none"> Creative Development Market Strategy Ad Campaigns | <ul style="list-style-type: none"> Multi-Tasking Meeting Deadlines Creativity | <ul style="list-style-type: none"> Web Analytics |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (n=5,093) | <ul style="list-style-type: none"> Customer Service Prospective Clients Business Development | <ul style="list-style-type: none"> Communication Skills Building Effective Relationships Organizational Skills | <ul style="list-style-type: none"> Microsoft Office |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products (n=370) | <ul style="list-style-type: none"> Procurement Scheduling Enterprise Resource Planning (ERP) | <ul style="list-style-type: none"> Communication Skills Organizational Skills Planning | <ul style="list-style-type: none"> Microsoft Office |
| Wholesale and Retail Buyers, Except Farm Products (n=9) | <ul style="list-style-type: none"> Procurement Logistics Inventory Management | <ul style="list-style-type: none"> Communication Skills Building Effective Relationships Creativity | <ul style="list-style-type: none"> Microsoft Office |

Source: Burning Glass – Labor Insights

Exhibit 7 displays the entry-level education typically required to enter each occupation according to the Bureau of Labor Statistics, educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census, and the minimum advertised education requirement requested by employers in online job ads. Above middle-skill occupations appear above the line while middle-skill occupations appear below the line.

Exhibit 7: Educational attainment and online job ads with minimum advertised education requirements for the marketing occupational group in the Inland Empire/Desert Region, August 2017 – July 2018

| Occupation | Work Experience Required | Typical Entry-Level Education Requirement | Educational Attainment* | Minimum Advertised Education Requirement from Job Ads | | | |
|--|--------------------------|---|-------------------------|---|--|------------------|-----------------------------|
| | | | | Number of Job Postings (n=) | High school diploma or vocational training | Associate degree | Bachelor's degree or higher |
| Sales Managers | Less than 5 years | Bachelor's degree | 22% | 821 | 23% | 3% | 74% |
| Market Research Analysts and Marketing Specialists | None | Bachelor's degree | 15% | 411 | - | 7% | 93% |
| Marketing Managers | 5 years or more | Bachelor's degree | 22% | 322 | 10% | 2% | 88% |
| Advertising and Promotions Managers | None | Bachelor's degree | 16% | 1 | - | - | 100% |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | None | High school diploma or equivalent | 31% | 2,678 | 51% | 5% | 44% |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products | None | Bachelor's degree | 35% | 272 | 30% | 4% | 66% |
| Wholesale and Retail Buyers, Except Farm Products | None | Bachelor's degree | 35% | 9 | 11% | - | 89% |

Source: EMSI 2018.2, Burning Glass – Labor Insights

*Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework

Student Completions

Exhibit 8 shows the annual average regional community college credentials (associate degrees and certificates) conferred during the three academic years between 2014 and 2017, with the relevant TOP code as well as the program title used at each college, sourced from the Chancellor's Office Curriculum Inventory (COCI). Credentials granted from other educational institutions from 2013 to 2016 are displayed in Exhibit 9, along with the relevant CIP code. Please note, a credential is not equivalent to a single person in search of a job opening since a student may earn more than one

credential, such as an associate degree in addition to a certificate. Community College student outcome information is from the CTE LaunchBoard based on the selected TOP code and region.

Exhibit 8: Annual average community college student completions for marketing and distribution programs in the Inland Empire/Desert Region

| 0509.00 Marketing and Distribution | Annual Community College Headcount (2016-17) | Community College Annual Average Credentials (2014-17) |
|---|---|---|
| Barstow | 69 | |
| Chaffey | 97 | |
| Certificate 6 to < 18 semester units | | *1 |
| Copper Mountain | 10 | |
| Crafton Hills – Marketing Management | 35 | |
| Moreno Valley – Business Administration: Marketing | 28 | |
| Associate Degree | | 1 |
| Certificate 30 to < 60 semester units | | 1 |
| Norco College – Business Administration: Marketing | 36 | |
| Associate Degree | | 1 |
| Certificate 30 to < 60 semester units | | 1 |
| Palo Verde | 64 | |
| Riverside – Business Administration: Marketing | 108 | |
| Associate Degree | | 5 |
| Certificate 30 to < 60 semester units | | 6 |
| San Bernardino | 238 | |
| Victor Valley | 122 | |
| Total Community College Headcount (2016-17) | 806 | |
| Total Annual Average Community College Credentials (2014-17) | | 16 |

Source: LaunchBoard, IPEDS, COCI

*Chaffey issued one certificate in 2014-15

0509.00 Marketing and Distribution program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16 [unless noted otherwise]:

- Number of course enrollments: 834 (CA Median: 130) [2016-17]
- Number of students who transferred to a 4-year institution: 62 (CA: 21)
- Employed in the second fiscal quarter after exit: 55% (CA: 66%)
- Median earnings in the second fiscal quarter after exit: \$6,925 (CA: \$7,786)
- Employed in the fourth fiscal quarter after exit: 62% (CA: 65%)
- Job closely related to field of study: N/A (CA: 82%) [2014-15]
- Median annual earnings: \$25,661 (CA: \$27,610)
- Median change in earnings: 55% (CA: 46%)
- The proportion of students who attained a living wage: 56% (CA: 61%)

Exhibit 9: Annual average community college student completions for marketing and distribution general programs in the Inland Empire/Desert Region

| 52.1401 – Marketing/Marketing Management, General | Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16) |
|--|---|
| University of Redlands | |
| Credential 1 < 2 academic years | 2 |
| Total annual average other credential | 2 |

Source: IPEDS

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard

MIT Living Wage Calculator

Chancellor’s Office Curriculum Inventory (COCI, version 2.0)

The Integrated Postsecondary Education Data System (IPEDS)

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Appendix A: Occupation definitions, sample job titles, five-year projections, and earnings for marketing occupations

Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment

Advertising and Promotions Managers (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.

Sample job titles: Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager, Classified Advertising Manager, Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 16%

Marketing Managers (11-2021)

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.

Sample job titles: Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 22%

Sales Managers (11-2022)

Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

Sample job titles: District Sales Manager, National Sales Manager, Regional Sales Manager, Sales and Marketing Vice President, Sales Director, Sales Manager, Sales Representative, Sales Supervisor, Sales Vice President, Store Manager

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 22%

Wholesale and Retail Buyers, Except Farm Products (13-1022)

Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. Includes assistant wholesale and retail buyers of nonfarm products.

Sample job titles: Buyer, Category Manager, Grocery Buyer, Merchandise Manager, Procurement Specialist, Product Manager, Purchaser, Purchasing Coordinator, Retail Buyer, Trader

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: One to twelve months on-the-job training

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 35%



Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023)

Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semi-finished materials for manufacturing.

Sample job titles: Buyer, Procurement Specialist, Purchasing Administrator, Purchasing Agent, Purchasing Manager

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: One to twelve months on-the-job training

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 35%

Market Research Analysts and Marketing Specialists (13-1161)

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Sample job titles: Business Development Specialist, Client Service and Consulting Manager, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher, Marketing Research Coordinator

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 15%



Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

Sample job titles: Account Executive, Account Manager, Outside Sales, Outside Sales Representative, Sales, Sales Consultant, Sales Director, Sales Rep, Sales Representative, Salesman

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: One to twelve months on-the-job training

Percentage of incumbent workers with a Community College Credential or Some Postsecondary

Coursework: 31%



Table 1. 2017 to 2022 job growth, wages, education, training, and work experience required for the marketing occupational group, Inland Empire/Desert Region. Above middle-skill occupations appear above the line and middle-skill occupations appear below the line.

| Occupation (SOC) | 2017 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings (New + Replacement Jobs) | Entry-Experienced Hourly Wage* | Median Hourly Wage* | Average Annual Earnings | Typical Entry-Level Education & On-The-Job Training Required | Work Experience Required |
|--|---------------|--------------|---------------|--|--------------------------------|---------------------|-------------------------|--|--------------------------|
| Sales Managers (11-2022) | 5,374 | 313 | 6% | 521 | \$23.47 to \$63.48 | \$39.42 | \$105,100 | Bachelor's degree & none | Less than 5 years |
| Market Research Analysts and Marketing Specialists (13-1161) | 4,232 | 472 | 11% | 517 | \$19.56 to \$36.93 | \$26.89 | \$60,600 | Bachelor's degree & none | None |
| Marketing Managers (11-2021) | 1,164 | 91 | 8% | 118 | \$33.70 to \$63.66 | \$44.42 | \$107,200 | Bachelor's degree & none | 5 years or more |
| Advertising and Promotions Managers (11-2011) | 202 | 12 | 6% | 23 | \$20.55 to \$56.65 | \$35.19 | \$91,000 | Bachelor's degree & none | Less than 5 years |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012) | 14,280 | 1,326 | 9% | 1,767 | \$19.43 to \$39.59 | \$26.71 | \$67,300 | High school diploma or equivalent & 1 to 12 months | None |
| Purchasing Agents, Except Wholesale, Retail, and Farm Products (13-1023) | 2,382 | 157 | 7% | 241 | \$21.08 to \$34.85 | \$27.34 | \$60,900 | Bachelor's degree & 1 to 12 months | None |
| Wholesale and Retail Buyers, Except Farm Products (13-1022) | 1,538 | 133 | 9% | 206 | \$18.79 to \$29.54 | \$22.48 | \$53,100 | Bachelor's degree & 1 to 12 months | None |
| Total | 29,171 | 2,505 | 9% | 3,393 | - | - | - | - | - |

Source: EMSI 2018.2

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.