**** **Sales and Marketing Occupations**

**Labor Market Information Report**

**Monterey Peninsula 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 Sales and Marketing workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). The gap is about 27,796 students annually in the Bay region and 4,390 students annually in the SC-Monterey sub-region.

There is a large labor market gap in the Bay region with 27,842 annual openings for Sales and Marketing Occupations and 46 annual awards for an annual undersupply of 27,796. In the SC-Monterey sub-region, there is also a large gap with 4,390 annual openings and no annual award for an annual undersupply of 4,390.

# Introduction

This report profiles Sales and Marketing Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

|  |
| --- |
| * **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%* |
|  |
| * **Advertising Sales Agents (SOC 41-3011):** Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or Internet establishments or public spaces.
 |
| *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: 27%* |
|  |
| * **Sales Representatives, Services, All Other (SOC 41-3099)**: All services sales representatives not listed separately.
 |
| *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: 32%* |
|  |
| * **Sales and Related Workers, All Other (SOC 41-9099):** All sales and related workers not listed separately.
 |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%* |
|  |
| * **Retail Salespersons (SOC 41-2031):** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers. Excludes "Cashiers" (41-2011).
 |
| *Entry-Level Educational Requirement: No formal educational credential* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |

# Occupational Demand

**Table 1. Employment Outlook for Sales and Marketing 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 |
| 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  |
| Advertising Sales Agents | 6,918 | 7,960 | 1,042  | 15% | 5,686 | 1,137 | $13.13  | $28.68  |
| Sales Representatives, Services, All Other | 49,074 | 54,648 | 5,574  | 11% | 35,828 | 7,166 | $17.12  | $32.08  |
| Sales and Related Workers, All Other | 4,891 | 5,149 | 258  | 5% | 3,484 | 697 | $13.19  | $24.06  |
| Retail Salespersons | 101,900 | 103,427 | 1,527  | 1% | 75,950 | 15,190 | $10.59  | $13.33  |
| **Total** | **196,148** | **205,648** | **9,501** | **5%** | **139,211** | **27,842** | **$13.43**  | **$21.67**  |

*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 Sales and Marketing Occupations in SC-Monterey 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 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 5,208 | 5,371 | 162  | 3% | 2,852 | 570 | $16.53  | $30.29  |
| Advertising Sales Agents | 1,018 | 1,264 | 246  | 24% | 974 | 195 | $15.42  | $32.84  |
| Sales Representatives, Services, All Other | 7,354 | 8,200 | 846  | 12% | 5,378 | 1,076 | $16.97  | $33.81  |
| Sales and Related Workers, All Other | 658 | 680 | 22  | 3% | 454 | 91 | $13.01  | $24.12  |
| Retail Salespersons | 16,713 | 16,856 | 143  | 1% | 12,292 | 2,458 | $10.50  | $13.12  |
| **TOTAL** | **30,952** | **32,371** | **1,420**  | **5%** | **21,950** | **4,390** | **$13.27**  | **$21.81**  |

*Source: EMSI 2018.4*

**SC-Monterey Sub-Region** includes Monterey, San Benito, and Santa Cruz Counties

# Educational Supply

There are nine community colleges in the Bay Region issuing 46 awards annually on TOP 0509.00 - Marketing and Distribution. There are no colleges issuing awards on this TOP code in the SC-Monterey Sub-Region.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Alameda | East Bay | 1 |  |  | 0 |
| Canada | Mid-Peninsula | 58 |  |  | 0 |
| Chabot Hayward | East Bay | 189 | 3 | 5 | 8 |
| Deanza | Silicon Valley | 551 |  |  | 0 |
| Diablo Valley | East Bay | 199 |  | 5 | 5 |
| Gavilan | Silicon Valley | 17 |  |  | 0 |
| Laney | East Bay | 18 | 1 | 1 | 2 |
| Las Positas | East Bay | 232 | 1 |  | 1 |
| Merritt | East Bay | 74 |  |  | 0 |
| Mission | Silicon Valley | 32 |  |  | 0 |
| Monterey | Santa Cruz & Monterey | 49 |  |  | 0 |
| Napa | North Bay | 57 |  |  | 0 |
| Ohlone | East Bay | 515 |  |  | 0 |
| 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 |
| Santa Rosa | North Bay | 207 |  |  | 0 |
| Skyline | Mid-Peninsula | 19 |  |  | 0 |
| Solano | North Bay | 30 | 1 | 1 | 2 |
| West Valley | Silicon Valley | 66 |  | 2 | 2 |
| **Total Bay Region** |  **2,588**  |  **15**  |  **31**  |  **46**  |
| **Total SC-Monterey Sub-Region** |  **49**  |  **-**  |  **-**  |  **-**  |

# *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.

# 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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), doreen@baccc.net or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544