

# Marketing Occupations Labor Market Information Report City College of San Francisco

Prepared by the San Francisco Bay Center of Excellence  
for Labor Market Research  
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## Recommendation

Based on all available data, there appears to be a significant undersupply of Marketing workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 9,833 students in the Bay region and 4,175 students in the Mid-Peninsula 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 these 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 City College of San Francisco and in the region.

## Introduction

This report profiles Marketing Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the review of an existing program at City College of San Francisco. Labor market information (LMI) is not available at the eight-digit SOC Code level for Search Marketing Strategists (15-1199.10), therefore, the data shown in Tables 1 and 2 is for Computer Occupations, All Other (at the six digit SOC level) and likely overstates demand for Search Marketing Strategists. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Search Marketing Strategists (15-1199.10).

- **Marketing Managers (SOC 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.  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 22%
- **Public Relations Specialists (SOC 27-3031):** Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **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: 15%

- **Market Research Analysts and Marketing Specialists (SOC 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.

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 14%

- **Computer Occupations, All Other (SOC 15-1199):** All computer occupations not listed separately. Excludes "Computer and Information Systems Managers" (11-3021), "Computer Hardware Engineers" (17-2061), "Electrical and Electronics Engineers" (17-2070), "Computer Science Teachers, Postsecondary" (25-1021), "Multimedia Artists and Animators" (27-1014), "Graphic Designers" (27-1024), "Computer Operators" (43-9011), and "Computer, Automated Teller, and Office Machine Repairs" (49-2011).

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%

## Occupational Demand

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

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Marketing Managers	16,196	17,673	1,477	9%	8,469	1,694	\$45.08	\$79.63
Public Relations Specialists	9,789	10,557	768	8%	5,624	1,125	\$21.28	\$36.51
Advertising and Promotions Managers	1,360	1,443	83	6%	799	160	\$32.27	\$53.84
Market Research Analysts and Marketing Specialists	38,559	44,533	5,974	15%	25,484	5,097	\$20.63	\$40.24
Computer Occupations, All Other	19,731	21,972	2,242	11%	9,101	1,820	\$26.99	\$53.32
<b>Total</b>	<b>85,635</b>	<b>96,178</b>	<b>10,543</b>	<b>12%</b>	<b>49,477</b>	<b>9,895</b>	<b>\$26.98</b>	<b>\$50.49</b>

Source: EMSI 2019.1

**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 Occupations in Mid-Peninsula Sub-Region**

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Marketing Managers	6,315	7,044	729	12%	3,471	694	\$47.51	\$79.27
Public Relations Specialists	4,627	4,938	311	7%	2,590	518	\$23.66	\$37.56
Advertising and Promotions Managers	774	819	45	6%	451	90	\$32.51	\$55.08
Market Research Analysts and Marketing Specialists	15,291	18,043	2,753	18%	10,554	2,111	\$25.66	\$41.02
Computer Occupations, All Other	7,898	9,046	1,147	15%	3,912	782	\$28.37	\$53.70
<b>TOTAL</b>	<b>34,905</b>	<b>39,890</b>	<b>4,985</b>	<b>14%</b>	<b>20,978</b>	<b>4,196</b>	<b>\$30.11</b>	<b>\$50.66</b>

Source: EMSI 2019.1

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

## Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (March 2018 - Feb 2019)**

Occupation	Bay Region	Mid-Peninsula
Marketing Managers (11-2021.00)	35,561	19,454

Occupation	Bay Region	Mid-Peninsula
Market Research Analysts and Marketing Specialists (13-1161.00)	13,321	6,717
Public Relations Specialists (27-3031.00)	4,915	2,560
Search Marketing Strategists (15-1199.10)	1,174	698
Advertising and Promotions Managers (11-2011.00)	337	202
Green Marketers (11-2011.01)	51	23
<b>Total</b>	<b>55,359</b>	<b>29,654</b>

Source: Burning Glass

**Table 4. Top Job Titles for Marketing Occupations for latest 12 months (March 2018 - Feb 2019)**

Common Title	Bay	Mid-Peninsula	Common Title	Bay	Mid-Peninsula
Marketing Manager	7,267	4,060	Director, Product Management	379	205
Product Manager	3,671	2,008	Technical Product Manager	367	190
Product Marketing Manager	2,977	1,611	Sales Operations Analyst	345	138
Director of Marketing	2,158	1,201	Marketing Operations Manager	319	194
Marketing Specialist	1,765	665	Communications Associate	280	157
Senior Product Manager	1,742	999	Social Media Specialist	269	393
Marketing Associate	1,563	826	Operations Specialist	266	128
Marketing Coordinator	1,452	668	Development Associate	264	183
Digital Marketing Manager	845	505	Technical Sourcer	264	169
Marketing Analyst	779	435	Vice President of Marketing	264	186
Social Media Manager	647	393	Communications Coordinator	255	125
Marketing Assistant	630	221	Email Marketing Manager	243	184
Communications Specialist	453	164	Content Strategist	224	171
Shopper	398	68	Head, Marketing	224	166

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Marketing 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)	7,208	7,634	40%	8.8%
Custom Computer Programming Services (541511)	7,092	7,246	15%	8.3%
Corporate, Subsidiary, and Regional Managing Offices (551114)	5,061	5,337	13%	6.1%
Software Publishers (511210)	4,162	4,381	24%	5.0%
Computer Systems Design Services (541512)	4,145	4,161	11%	4.8%
Electronic Computer Manufacturing (334111)	3,452	3,566	10%	4.1%
Administrative Management and General Management Consulting Services (541611)	2,576	2,706	26%	3.1%
Data Processing, Hosting, and Related Services (518210)	1,868	2,018	37%	2.3%
Other Scientific and Technical Consulting Services (541690)	2,070	2,008	(6%)	2.3%
Advertising Agencies (541810)	1,824	1,825	2%	2.1%
Federal Government, Civilian, Excluding Postal Service (901199)	1,696	1,673	(2%)	1.9%
Marketing Consulting Services (541613)	1,247	1,296	24%	1.5%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715)	1,157	1,213	(3%)	1.4%
Other Computer Related Services (541519)	1,061	1,081	20%	1.2%
Electronic Shopping and Mail-Order Houses (454110)	928	964	24%	1.1%
Local Government, Excluding Education and Hospitals (903999)	919	927	6%	1.1%
Public Relations Agencies (541820)	927	921	3%	1.1%

Source: EMSI 2019.1

**Table 6. Top Employers Posting Marketing Occupations in Bay Region and Mid-Peninsula Sub-Region (March 2018 - Feb 2019)**

Employer	Bay	Employer	Bay	Employer	Mid-Peninsula
Facebook	1,052	eBay	195	Facebook	944
Google Inc.	1,002	Visa	178	Salesforce	579
Walmart / Sam's	593	IBM	170	Walmart / Sam's	465
Salesforce	587	Twitter	151	Uber	333
Cisco Systems Inc	464	Williams-Sonoma	148	Gap Inc.	305
Apple Inc.	348	Intel Corporation	137	Google Inc.	249
Uber	347	Dell	129	Oracle	211
Gap Inc.	335	Autodesk Inc	125	Linkedin Limited	183
Instacart	301	Hewlett-Packard	124	Wells Fargo	173
Amazon	282	Safeguard Scientifics Inc	114	Visa	166
Intuit	279	Kaiser Permanente	111	Twitter	148
Adobe Systems	264	Sephora	110	Williams-Sonoma	146
Paypal	258	Stanford University	107	Amazon	119
Oracle	242	Deloitte	106	Autodesk Inc	115
Linkedin Limited	239	Western Digital	105	Sephora	108
Vmware Inc	238	Accel	102	Dropbox Inc	97
Servicenow	236	Redpoint Ventures	102	Gilead Sciences	97
Wells Fargo	220	Dropbox Inc	99	DocuSign	94
Shipt	215	Gilead Sciences	97	Adobe Systems	93
Workday, Inc	204	DocuSign	96	Juul Labs	91

Source: Burning Glass

## Educational Supply

There are 10 colleges in the Bay Region issuing 62 awards on average annually (last 3 years) on TOP 0509.00 - Marketing and Distribution. There are two colleges in the Mid-Peninsula Sub-Region issuing 21 awards on average annually (last 3 years) 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
Cañada College	Mid Peninsula	58			
Chabot College	East Bay	189	3	5	8
City College of San Francisco	Mid Peninsula	231	4	10	14
College of Marin	North Bay	13			
College of San Mateo	Mid Peninsula	n/a	3	4	7
De Anza College	Silicon Valley	551	8	8	16
Diablo Valley College	East Bay	199		5	5
Gavilan College	Santa Cruz - Monterey	17			
Laney College	East Bay	18	1	1	2
Las Positas College	East Bay	232	1		1
Merritt College	East Bay	74			
Mission College	Silicon Valley	32			
Monterey Peninsula College	Santa Cruz - Monterey	49			
Napa Valley College	North Bay	57			
Ohlone College	East Bay	515			
San Jose City College	Silicon Valley	43	2	3	5
Santa Rosa Junior College	North Bay	207			
Skyline College	Mid Peninsula	19			
Solano College	North Bay	30	1	1	2
West Valley College	Silicon Valley	66		1	1
<b>Total Bay Region</b>		<b>2,600</b>	<b>24</b>	<b>38</b>	<b>62</b>
<b>Total Mid-Peninsula Sub-Region</b>		<b>308</b>	<b>7</b>	<b>14</b>	<b>21</b>

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 9,895 annual openings for the Marketing occupational cluster and 62 annual (3-year average) awards for an annual undersupply of 9,833 students. In the Mid-Peninsula Sub-Region, there is also a large gap with 4,196 annual openings and 21 annual (3-year average) awards for an annual undersupply of 4,175 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)	CCSF (All CTE Programs)	State (0509.00)	Bay (0509.00)	Mid- Peninsula (0509.00)	CCSF (0509.00)
% Employed Four Quarters After Exit	74%	73%	61%	67%	63%	62%
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$10,170	\$8,057	\$9,259	\$10,305	\$9,641
Median % Change in Earnings	46%	50%	51%	58%	19%	19%
% of Students Earning a Living Wage	63%	55%	50%	51%	69%	68%

Source: Launchboard Pipeline (version available on 3/8/19)

## Skills, Certifications and Education

**Table 9. Top Skills for Marketing Occupations in Bay Region (March 2018 - Feb 2019)**

Skill	Postings	Skill	Postings	Skill	Postings
Marketing	19,506	Business Development	4,654	Email Marketing	2,652
Product Management	18,396	Facebook	4,379	Marketing Programs	2,640
Project Management	11,001	Sales	4,109	Content Marketing	2,613
Product Marketing	10,223	SQL	4,023	Experiments	2,565
Social Media	9,830	Market Research	3,985	Data Science	2,526
Budgeting	8,790	E-Commerce	3,781	Stakeholder Management	2,468
Product Development	7,687	Competitive Analysis	3,773	Content Development	2,442
Market Strategy	6,549	Product Sales	3,536	Marketo	2,368
Digital Marketing	6,335	Thought Leadership	3,479	Quality Assurance and Control	2,359
Marketing Management	6,045	Scheduling	3,440	Articulating Value Propositions	2,358
Business-to-Business	5,705	Adobe Photoshop	3,046	Market Planning	2,334
Salesforce	5,445	Content Management	3,032	Description and Demonstration of Products	2,305
Key Performance Indicators (KPIs)	5,275	Google Analytics	2,998	Marketing Communications	2,270
Customer Service	5,096	Customer Contact	2,686	Adobe Indesign	2,205
Software as a Service (SaaS)	4,969	Data Analysis	2,680	Marketing Strategy Development	2,136

Source: Burning Glass

**Table 10. Certifications for Marketing Occupations in the Bay Region (March 2018 - Feb 2019)**

Note: 96% 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.

Marketing Occupations in 12 County Bay Region and in Mid-Peninsula Sub-Region, 2019

Certification	Postings	Certification	Postings
Driver's License	809	ITIL Certification	22
Project Management Certification	328	Marketing Automation Certification	22
Project Management Professional (PMP)	185	Advertising Certification	21
Google AdWords Training	122	Master Project Management	21
Certified Public Accountant (CPA)	98	Certified Professional in Supply Management (CPSM)	20
Real Estate Certification	97	Chartered Advisor For Senior Living	20
IT Infrastructure Library (ITIL) Certification	58	Food Service Certification	18
Certified ScrumMaster (CSM)	56	Six Sigma Certification	17
Series 7	53	Chartered Financial Analyst (CFA)	16
Certified Information Systems Security Professional (CISSP)	42	American Institute of Certified Planners	14
Security Clearance	36	Chartered Property Casualty Underwriter (CPCU)	14
Certified Salesforce Administrator	31	Fellow of the Casualty Actuarial Society (FCAS)	14
Cisco Certified Internetwork Expert (CCIE)	30	Associate of the Casualty Actuarial Society (ACAS)	13
Investment Advisor	30	Certified Scrum Product Owner (CSPO)	13
Agile Certification	27	Cisco Certified Network Associate (CCNA)	13
Certified Energy Manager	27	Cisco Certified Network Professional (CCNP)	13
Certified Treasury Professional (CTP)	22	Financial Risk Manager (FRM)	13
Food Handler Certification	22	Marketing Cloud Consultant	13

Source: Burning Glass

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

Note: 37% 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	364 (1%)
Associate Degree	548 (2%)
Bachelor's Degree or Higher	33,650 (97%)

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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