



## Online Digital Public Relations (TOP: 0606.00 Public Relations)

February 2021

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Public Relations. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, the number of jobs related to Public Relations are expected to **decrease** for News Analysts, Reporters, and Journalists, **remain steady** for Technical Writers, and **increase** for Marketing Managers and Public Relation Specialists.
- Public Relations is anticipated to experience a **low risk of automation** for all four related occupations.
- In 2019 there were 1,604 regional completions in programs related to the occupations identified as aligned with Public Relations and 285 openings, indicating an **oversupply**.
- Typical entry-level education is a **Bachelor's degree** for all related occupations, with short-term on-the-job training for Technical Writers and no training for the other three occupations.
- Completers of statewide Public Relations programs from the 2017-2018 academic year had a **median annual wage upon completion of \$23,840**.
- 52% of students are **employed within a year** after completing a program. (statewide)
- 29% of students **attained a living wage** within a year of completion. (statewide)
- +131% **change in earnings** for completers. (statewide)
- 68% of students were **part time**, 6% **skill builders**, 35% **first-generation**, and 80% **economically disadvantaged**. (statewide)

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were requested for this analysis. The occupation title and description, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

SOC Code	Title	Description	Sample of Reported Job Titles
11-2021	<b>Marketing Managers</b>	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.	Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager
27-3023	<b>News Analysts, Reporters, and Journalists</b>	Narrate or write news stories, reviews, or commentary for print, broadcast, or other communications media such as newspapers, magazines, radio, or television. May collect and analyze information through interview, investigation, or observation.	Anchor, News Anchor, News Reporter, Radio News Anchor, Radio Talk Show Host, Reporter, Staff Writer, Television News Anchor (TV News Anchor), Television News Reporter, Television Reporter (TV Reporter)
27-3031	<b>Public Relations Specialists</b>	Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.	Communications Specialist, Corporate Communications Specialist, Media Relations Specialist, Public Affairs Specialist, Public Information Officer, Public Information Specialist, Public Relations Coordinator (PR Coordinator), Public Relations Specialist (PR Specialist)
27-3042	<b>Technical Writers</b>	Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.	Documentation Designer, Documentation Specialist, Engineering Writer, Expert Medical Writer, Information Designer, Narrative Writer, Requirements Analyst, Senior Technical Writer, Technical Communicator, Technical Writer

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Public Relations are expected to decrease for News Analysts, Reporters, and Journalists, remain steady for Technical Writers, and increase for Marketing Managers and Public Relation Specialists.

**Exhibit 2 – Five-year projections for Public Relations in the South Central Coast region**

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
11-2021	Marketing Managers	1,443	1,516	73	5%
27-3023	News Analysts, Reporters, and Journalists	218	197	-21	-10%
27-3031	Public Relations Specialists	1,103	1,159	56	5%
27-3042	Technical Writers	312	319	7	2%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$42.40 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Public Relations in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-2021	Marketing Managers	\$40.95	\$63.29	\$89.07
27-3023	News Analysts, Reporters, and Journalists	\$14.23	\$26.67	\$41.84
27-3031	Public Relations Specialists	\$21.27	\$29.61	\$42.37
27-3042	Technical Writers	\$32.49	\$42.42	\$53.75

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for those in Public Relations, and what they are looking for in potential candidates. To identify job postings related to Public Relations the following standard occupational classifications were used:

11-2021	Marketing Managers
27-3023	News Analysts, Reporters, and Journalists
27-3031	Public Relations Specialists
27-3042	Technical Writers

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## Top Occupations

In 2019, there were 232 employer postings for the occupations related to Public Relations.

**Exhibit 4 – Top occupations in job postings and risk of automation tables**

SOC Code	Occupation	Job Postings, Full Year 2019
11-2021	<b>Marketing Managers</b>	1,251
27-3031	<b>Public Relations Specialists</b>	245
27-3042	<b>Technical Writers</b>	226
27-3023	<b>News Analysts, Reporters, and Journalists</b>	1

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-2021	<b>Marketing Managers</b>	Low
27-3031	<b>Public Relations Specialists</b>	Low
27-3042	<b>Technical Writers</b>	Low
27-3023	<b>News Analysts, Reporters, and Journalists</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

### **Top Titles**

The top job titles for employers posting ads for jobs related to Public Relations are listed in Exhibit 5. Product Manager is mentioned as the job title in 3% of all relevant job postings (58 postings).

**Exhibit 5 –Job titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Product Manager	58
Marketing Manager	52
Product Marketing Manager	21
Digital Marketing Manager	19
Sports Minded Marketing & Management	17

Source: Labor Insight/Jobs (Burning Glass)

### **Top Employers**

Exhibit 6 lists the major employers hiring professionals in the Public Relations field. The top employer posting job ads was Amgen. The top worksite cities in the region for these occupations were Thousand Oaks, Santa Barbara, Santa Clarita, Westlake Village, and Oxnard.

**Exhibit 6 – Top employers (n=1,346)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Amgen	253
Anthem Blue Cross	107
The Trade Desk	41
Boston Scientific Corporation	19
Deckers Outdoor Corporation	19

Source: Labor Insight/Jobs (Burning Glass)

**Skills**

Marketing is the most sought after skill for employers hiring for jobs related Public Relations.

**Exhibit 7 –Job skills (n=1,666)**

Skills	Job Postings, Full Year 2019
Marketing	563
Budgeting	415
Product Management	397
Project Management	366
Market Strategy	300
Market Research	271
Product Development	271

Source: Labor Insight/Jobs (Burning Glass)

**Industry Concentration**

Exhibit 8 shows the industries with the most Public Relations postings in the South Central Coast. Note: 29% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries employing the most in the Public Relations field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Manufacturing	432	35.1%
Professional, Scientific, and Technical Services	211	17.1%
Finance and Insurance	159	12.9%
Administration and Support and Waste Management and Remediation Services	121	9.8%
Health Care and Social Assistance	56	4.5%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 9 – Education and training requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-2021	<b>Marketing Managers</b>	Bachelor's degree	None
27-3023	<b>News Analysts, Reporters, and Journalists</b>	Bachelor's degree	None
27-3031	<b>Public Relations Specialists</b>	Bachelor's degree	None
27-3042	<b>Technical Writers</b>	Bachelor's degree	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 1,604 regional completions (2019) and 285 regional openings (2019) in the South Central Coast region in programs related to the occupations identified as related to Public Relations.

**Exhibit 10 – Completions and Openings**

<b>11</b> Related Programs (2019)	<b>1,604</b> Regional Completions (2019)	<b>285</b> Annual Openings (2019)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2019)
09.0101	Speech Communication and Rhetoric	791
09.0100	Communication, General	457
09.0401	Journalism	147
09.0701	Radio and Television	125
52.1499	Marketing, Other	46
01.0802	Agricultural Communication/Journalism	30
09.0799	Radio, Television, and Digital Communication, Other	7
19.0905	Apparel and Textile Marketing Management	1
09.0199	Communication and Media Studies, Other	0
09.0404	Photojournalism	0
23.1303	Professional, Technical, Business and Scientific Writing	0

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of statewide Public Relations Programs (TOP: 0606.00) for the 2017-18 academic year.

- Completers of statewide Public Relations programs from the 2017-2018 academic year had a **median annual wage upon completion of \$23,840.**
- 52% of students are **employed within a year** after completing a program. (statewide)
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Source: CTE LaunchBoard



## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Public Relations. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.